

UW HEALTH POSITION DESCRIPTION

POSITION SPECIFICS			
Title: Vice President/IS Business Relationship Management, Planning, & Growth		Department/Number: Executive	
Reports to: System VP/Chief Information Officer		PD Status: Approved	
Job Code: 103308	FLSA Status: Exempt	FTE: 1.0	Pay Grade: Exec
Manager Approval: C Goswami October 2021		HR Approval: C Richard October 2021	
POSITION SUMMARY			
<p>The VP/IS Business Relationship Management, Planning and Growth is responsible for the direction and leadership of operational, financial, programmatic and personnel activities for IS business relationship management, long range planning, and strategic growth</p> <p>The VP is specifically responsible for the following areas:</p> <ul style="list-style-type: none"> • Leading IS business relationship management for all regions of UW Health and for UW Health collaboration with the UW-Madison School of Medicine & Public Health (SMPH), affiliates, and partners. • Elevating, transforming, and maintaining the role of IS across the system as strategic partners, value enablers, innovators, and trusted advisors • Leading the development and growth of diversified revenue streams leveraging data and technology • Defining products and services offered to target markets and customers, aligned with UW Health strategy <p>Under general direction from the System VP/Chief Information Officer and in conjunction with the Office of the CIO leadership team and partners across the system, the VP leads the transformation of IS business relationship management (BRM) maturity. The VP is responsible for IS BRM organizational change readiness and management within IS and across the system, aligned with overall IS organizational change management (OCM) strategies. The VP partners closely with IS leader colleagues and operational areas to ensure successful product/service delivery and communication to all stakeholders. The VP partners with the strategy office, marketing, innovation center and other colleagues across UWH and UW-Madison to form and execute IS strategies supporting geographic reach and diversified revenue.</p> <p>UW Health is committed to the highest standard of customer service principles for its patients, visitors and staff members. Staff will serve as role models by practicing exemplary behaviors when working with patients, visitors and fellow staff members.</p>			
MAJOR RESPONSIBILITIES			
<p><u>Administrative Leader</u></p> <ul style="list-style-type: none"> • Provide overall leadership, direction and coordination of operations, finances, space, and human resources for all operating areas within range of responsibility. • Develop and/or implement appropriate institutional policies and procedures to enhance efficient and effective operations and delivery of services within areas of responsibility. • Translate strategic plans and budget targets into operational action plans which guide resource allocation and the coordination and direction of personnel; direct operations in areas of responsibility to achieve the annual operating plan. • Provide leadership, guidance, support, and direction to the department managers/directors in their fiscal care efforts to ensure optimal use of resources and provide effective service. • Effectively lead and administer, in partnership with OCIO colleagues, to promote, deliver and adopt <ul style="list-style-type: none"> ○ High level of IS business relationship management maturity focused on value creation and innovation, including critical underlying capabilities such as strong process and workflow knowledge, outstanding service and product delivery, and excellent communication. ○ IS-wide trusted advisor, strategic partner relationships with clinical, business, and administrative stakeholders ○ A portfolio of products, services, and diversified revenue leveraging data and technology, aligned with UW Health strategy ○ Operational excellence running “the business of IT” ○ Mature, robust enterprise architecture for products, platforms, and capabilities. <p><u>Strategic Planning</u></p> <ul style="list-style-type: none"> • Participate in the development of the institutional strategic plan to ensure accomplishment of the mission and vision of UW Health. • Guide and direct strategic planning for areas of responsibility. 			

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Advisor

- Serves as an advisor and consultant to the System VP/CIO on matters within areas of responsibility.
- Provides advice and information to the UWHCA Board of Directors on matters within areas of responsibility.

Educator / Facilitator

- Contributes to the establishment of a learning environment which is conducive to the provision of educational and research experiences to students, house officers, faculty and staff.
- Supports the educational and professional development opportunities of staff, students and interns within areas of responsibility.
- Contributes to the institution knowledge of the latest trends, practices and state-of- the-art technology as applicable to assigned areas of responsibility.

External Stakeholders

- Serve as a primary liaison of UW Health with partners, affiliates, vendors, and peers across the industry.
- Acts as a liaison and representative of the institution with the UWHCA Board of Directors and UWHCA Committees.

All duties and requirements must be performed consistent with the UW Health Organizational Performance Standards.

POSITION REQUIREMENTS

Education	Minimum	<ul style="list-style-type: none"> • Bachelor's degree in healthcare information technology, engineering, business administration, public policy, public health or related field
	Preferred	<ul style="list-style-type: none"> • Master's degree in above program
Work Experience	Minimum	<ul style="list-style-type: none"> • Demonstrated success understanding stakeholder strategies, aligning focus on the problem(s) to address, aligning priorities for delivery, leading cross-functional teams to successful delivery, ensuring solution adoption and driving value. • Demonstrated success forming and sustaining collaborative, trusted-advisor relationships with stakeholders and IS colleagues. • Demonstrated success developing teams and talent where leading without direct authority was a critical success factor. • Demonstrated success in areas of product conception, product management, and/or mergers and acquisitions leading to enhanced revenue generation. • Demonstrated successful project leadership experience including enterprise-wide initiatives and including agile delivery.
	Preferred	<ul style="list-style-type: none"> • Seven (7) years progressive healthcare leadership experience in direct patient care delivery, operational management, or a combination of these areas • Five (5) years of patient care experience in ambulatory and/or inpatient settings. • Seven (7) years of progressive leadership experience in healthcare information technology, analytics, or informatics related field. • Healthcare subject matter expertise including at least five (5) years data and/or analytics experience in a health system, academic medical center, health payer organization or higher education.
Licenses & Certifications	Minimum	
	Preferred	Certified Healthcare CIO (CHCIO), Certified Business Relationship Manager (CBRM)
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> • Advanced proficiency in all of the following: leadership, technical leadership, leading without direct authority, leading highly

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	<p>empowered and self-directed teams, communication, lean, agility and mentorship.</p> <ul style="list-style-type: none"> • Advanced proficiency in business relationship management. • Broad knowledge of modern health care administration, systems, practices and principles. • Effective leadership abilities • Record of initiating change and innovation • Strategic thinking, planning and problem solving • Superior communication skills, both in written and verbal presentation • Effective human relations abilities to effect collaborative alliances and promote teamwork and ensure a high level of internal and external customer satisfaction and engagement. • Ability to succeed in a complex environment where decision-making may be diffuse and ambiguous. • Demonstrated exemplary presentation skills to engage and motivate organizational stakeholders. • Proven success in developing a large high performing staff, establishing performance standards, and transitioning staff through organizational change, with an emphasis on the ability to recruit and manage a culturally diverse workforce. • A high degree of professionalism and competency dealing with a variety of individuals including physicians, senior executives, hospital administration, and external constituents. • Experience in preparing operating and capital budgets. • An ability to organize and present data in a concise and easily understood manner, often to professionals, physicians and board members. • Ability to be recognized as a positive change agent. • Proven success as a dynamic and empowering leader who possesses a positive attitude to instill a vision for excellence with innovation and creativity. • Conflict management and resolution skills. • Skilled developer of relationships and partnerships.
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PHYSICAL REQUIREMENTS

Indicate the appropriate physical requirements of this job in the course of a shift. *Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.*

Physical Demand Level		Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
X	<p>Sedentary: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as docket, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.</p>	Up to 10#	Negligible	Negligible
	<p>Light: Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.</p>	Up to 20#	Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	Negligible or constant push/pull of items of negligible weight
	<p>Medium: Ability to lift up to 50 pounds maximum with frequent lifting/and or carrying objects weighing up to 25 pounds.</p>	20-50#	10-25#	Negligible-10#

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	Heavy: Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	50-100#	25-50#	10-20#
	Very Heavy: Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	Over 100#	Over 50#	Over 20#
List any other physical requirements or bona fide occupational qualifications:	•			