

UW HEALTH JOB DESCRIPTION

DIRECTOR, COMMUNITY HEALTH IMPROVEMENT

Job Code: 113216	FLSA Status: Exempt	Mgt. Approval: R. Lankton	Date: January 2023
Department: Population Health		HR Approval: J. Olson	Date: January 2023

JOB SUMMARY

The Director of Community Health Improvement is responsible for leading the Community Health Needs Assessment (CHNA) and Community Health Implementation Strategy (CHIS) in compliance with applicable regulations. The Director, Community Health Improvement is responsible for the direction and leadership of operational, financial, programmatic, and human resources activities of Community Health Improvement at UW Health.

The Director, Community Health Improvement is responsible for directing a portfolio of initiatives that connect clinical care with community-based programs to improve health outcomes and social determinants of health in alignment with prioritized community needs. The Director, Community Health Improvement represents UW Health in community partnerships aimed at improving health of our patients and community and facilitates deployment of health system resources toward community activities that align with identified priorities. The Director is responsible to the Vice President of Population Health and works closely with UW Health cross-functional teams and community partners.

MAJOR RESPONSIBILITIES

Community Health Improvement Program Leadership

- Directs triennial Community Health Needs Assessment (CHNA) process for UW Health and in collaboration with community partners
- Oversees data collection and analysis (e.g. secondary data sets, interviews, focus groups, and surveys), prioritization, and summaries of data analysis
- Directs completion of Community Health Implementation Strategy and UW Health action plans based on CHNA priorities in collaboration with internal cross-functional teams and leaders
- Prepares Community Health Needs Assessment and Implementation Strategy for Board review and approval
- Implements portfolio of Board-approved clinical and community-based tactics to address Community Health Needs Assessment priorities
- Leads the evaluation and operational monitoring of initiatives and programs
- Develops and implements an internal and external communication plan
- Serves as UW Health liaison for key community partnerships related to community health improvement

Financial Manager

- Develops Community Health Improvement budgets in collaboration with Vice President of Population Health
- Establishes an annual operating and capital budget, demonstrating fiscal responsibility through meeting budget targets. Articulates the budget and the context within the organizational financials to staff.
- Monitors and analyzes financial data and utilizes for decisions regarding FTEs, staffing, and operational budget
- Creates business plan(s), justifying variances and analyzing cost-benefit of programs
- Directs and provides guidance to direct reports to effectively allocate resources based on space availability, budget constraints, and program priorities, goals, and objectives

Administrative Leader

- Manages and directs all activities within area of responsibility
- Continually assesses all services, identifies problems, and utilizes data to analyze and propose innovative approaches for solutions
- Maintains records related to operations and services that are complete, accurate, available, and in compliance with all legal, regulatory, and policy requirements
- Engages staff and other stakeholders in continuous improvement of systems and processes; manages resources for staff participation in improvement work activities.
- Ensures effective facilitation of improvement teams and development of leadership skills to ensure overall effectiveness of the meetings
- Organizes and prioritizes time and resources to manage efficiency. Appropriately delegates.
- Remains current of new trends and best practices and incorporates into Population Health programs

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- Develops and implements innovative systems and processes that improve staff and patient quality and safety
- Demonstrates achievable and measurable results and develops action plans for improvement
- Initiates, monitors, and enforces regulatory requirements
- Holds self and others accountable to policy, standards, and commitments and provides timely follow through on questions and concerns
- Ensures development of Population Health initiatives to improve patient satisfaction and family centered care
- Develops and implements measures for quality improvement, cost and complication reduction, and the implementation of evidence-based programs
- Incorporates the use of evidence-based practice and appreciative enquiry into program development and improvement activities
- Actively listens to staff ideas and concerns, assesses communication styles of others, and adapts to them
- Effectively facilitates meetings at Population Health and organizational level
- Creates bi-directional systems that effectively communicate information and data, utilizing multiple methods
- Articulates and presents data, information, and ideas in a clear and concise manner
- Communicates opinions and ideas in a nonthreatening and nonjudgmental manner to staff, peers, and others
- Communicates with physicians, academic department leaders, and senior administrators to maintain coordination with other UW Health programs
- Demonstrates empathy and concern while ensuring Population Health goals are met
- Manages the complex interdepartmental and interdisciplinary relationships to assure collaboration and effective/efficient operations within Population Health
- Creates an environment that encourages diverse opinions, recognizes differences, and incorporates into process and services
- Exhibits awareness of personal attitudes and beliefs, recognizing its effect on response to others
- Creates a culture and systems for recognizing and rewarding staff

Resource Manager

- Creates and maintains a satisfying workplace that fosters professional growth and job satisfaction for all members of the healthcare team
- Interviews to select top talent, matching Population Health needs with appropriate skill sets
- Develops and implements recruitment and retention strategies that support a culture of leadership
- Identifies and addresses own professional growth needs
- Assesses leader and staff development needs, identifies goals, and provides resources
- Identifies lack of competency in performance and establishes a plan which includes goals, interventions, and measures
- Maintains membership in professional organization(s) to develop knowledge and resources through networking, continuing education, and participation in national, regional, and/or local activities
- Ensures integration of ethical standards and core values into everyday work activities

Educator/Research Facilitator

- Provides opportunities to aspiring clinicians and leaders to develop skills to meet career goals
- Contributes to a learning environment by providing educational and research experiences to students, residents, fellows, and faculty

Critical Interfaces

- Leads and/or serves on a variety of appropriate internal and external committees to represent Population Health
- Serves as a representative of Population Health to UW Health in order to facilitate the shared interests and relationship between the parties

ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.

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JOB REQUIREMENTS		
Education	Minimum	Bachelor's Degree in a relevant subject area such as Public Health, Social Work, Healthcare Administration, Nursing, Business Administration, Industrial Engineering, or related field
	Preferred	Master's degree in a relevant subject area such as Public Health, Social Work, Healthcare Administration, Nursing, Business Administration, Public Administration, Industrial Engineering, or Public Policy
Work Experience	Minimum	Five (5) years of relevant experience in the management of population health-related programs such as health system management, health plans, or public health
	Preferred	Experience in a large academic health system or integrated healthcare delivery system
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> • Excellent communication and interpersonal skills to include the ability to negotiate and resolve conflicts and build teams • Demonstrated creativity and flexibility • Ability to operate in high-pressure situations • Excellent organizational skills • Demonstrated innovative approach to problem resolution • Ability to work collaboratively across UW Health entities and disciplines • Demonstrated commitment to patient and family-centered care • Broad knowledge of modern health care administration practices and principles within a managed care environment and/or an academic medical center • Effective analytical ability in order to develop and analyze options, recommend solutions to, and solve complex problems and issues • Demonstrated effective administrative leadership • Knowledge of principles and techniques used in negotiation as applied to service contracts and equipment purchasing • Effective organizational, planning, and project management abilities • Experience in financial and programmatic presentations • Ability to function independently and deal with multiple simultaneous projects • Ability to recognize personal strengths and areas for improvement and develop goals for professional growth and achievement • Ability to demonstrate a commitment to quality and excellence • Effective leadership abilities: <ul style="list-style-type: none"> ○ Ability to implement change in a positive, sensitive, and forward-thinking manner ○ Planning and problem solving ○ Developing goals and objectives and establishing priorities ○ Inspires confidence, appropriate risk taking, and achievement of high standards ○ Self-starter with a willingness to try new ideas ○ Positive, can-do attitude coupled with a sense of urgency ○ Good judgment and ability to act decisively at the right time ○ Ability to persuade others and develop consensus ○ Effective communication skills both in written and verbal presentation with a communication style that is open and fosters trust, credibility, and understanding ○ Ability to affect collaborative relationships and promote teamwork ○ Ability to ensure a high level of customer satisfaction including employees, patients, visitors, faculty, referring physicians, and external stakeholders ○ Ability to create win/win solutions and relationships ○ Must be willing to travel for meetings

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PHYSICAL REQUIREMENTS			
Indicate the appropriate physical requirements of this job in the course of a shift. <i>Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.</i>			
Physical Demand Level	Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
X 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.	Up to 10#	Negligible	Negligible
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.	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
Medium: Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.	20-50#	10-25#	Negligible-10#
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#
Other - list any other physical requirements or bona fide occupational qualifications not indicated above:			

Work/Environmental: Moderate noise level consistent with an office environment

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.