UW HEALTH JOB DESCRIPTION

DIRECTOR, NURSING INFORMATICS

Job Code: 118009  FLSA Status: Exempt  Mgt. Approval:  Date:
Department: Nursing Administration – General, 93010  HR Approval: C. Richard  Date: 3.2012

JOB SUMMARY

The Director of Nursing Informatics is responsible for providing leadership related to the selection, deployment and evaluation of information technology and information systems in the service of the clinical enterprise at UWHC. The Director plays a key role in the selection and implementation of clinical information systems and technology and will help to drive their effective adoption, evaluation and optimization within UWHC. The Director leads efforts to identify barriers to clinical transformation and collaborates with others involved in information technology to minimize silos and prioritize efforts to create systems that drive effective performance. The Director is responsible for identifying innovative technological solutions that support and enhance practice. The Director evaluates current technology adoption and develops and implements plans for continued optimization and process improvement. Direct reports include the nursing informatics staff. This position reports directly to the Vice President, Development, Nursing and Patient Care Services.

MAJOR RESPONSIBILITIES

I. Department Director:

- Create and operationalize an appropriate administrative and clinical philosophy related to information technology and information systems.
- Lead the development and implementation of a vision of how technology in the broadest sense can support professional nursing practice.
- Lead the nursing service in clinical process transformation for the development and implementation of the electronic health record.
- Lead evaluation, selection, implementation, and optimization of a clinical documentation system and other clinical technology to enhance the delivery of patient care for UWHC.
- Lead the development and implementation of a vision of how nursing can capture data in the patient’s record regarding patient interventions that describe nursing’s impact on the patient and patient outcomes.
- Provide interdisciplinary leadership throughout UWHC on healthcare informatics in conjunction with colleagues from Information Technology Services, Medical Informatics, and Clinical Engineering. Serve as the administrative liaison to the Nursing Informatics Council. Design and implement processes to evaluate the impact of technology on nursing practice and patient outcomes and provide suggestions for optimization, improvement and/or innovation in technologies. Partner to develop data systems that collect, measure and report outcome data.
- Participate in improving institutional performance through recommending areas or approaches for improvement activities, performing new procedures, collecting data and providing input into institutional decisions.
- Play a key role in UWHC’s Magnet® status effort maximizing technology to enable clinicians to provide the best possible patient care experience.
- Facilitate, on a regular basis, process improvement teams to insure attainment of goals and reinforce accountabilities of the team members to their respective roles required to achieve project plan outcomes.
- Serve as project consultant in the design and implementation of complex process and system improvement projects, including cultural change initiatives.
- Provide support and high level problem resolution assistance. Facilitate problem-solving associated with the implementation of a complex and multi-faceted system project.
- Provide leadership in collaborative efforts with other directors to systematically plan, organize, budget, implement and evaluate for areas of responsibility.
- Develop and maintain productive and collaborative relationships with other department heads, hospital administrators, medical staff, department chairs and UW School of Nursing faculty in the development and achievement of inter-departmental goals and objectives.
- Participate in over-all budget development for Nursing.
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• Provide leadership, direction and coordination of operations, finances and human resources.
• Monitor productivity levels to ensure that budget goals are met.
• Support clinical/bedside nurses within a flat organizational structure.
• Develop and implement new systems and services as needed to provide optimum delivery of quality service.
• Provide direction, overall management, coordination, and monitoring for services to assure consistency and continuity between all programs. Assures that all services are consistently provided in an efficient, timely, and quality manner.
• Assure that standards of excellence are developed, implemented, measured and maintained.
• Identify, review, and prioritize opportunities to improve organizational efficiency and effectiveness through the use of technology and automation.
• Interact with managers and staff in a consistent, fair, timely, appropriate and decisive manner in accordance with hospital and Nursing Department policies.
• Promote the growth of managers and staff in areas such as group process, decision making, and clinical skills by identifying strengths and weaknesses, goal setting, formal and informal learning and coaching.
• Highly visible colleague and mentor, developing the confidence and capturing the spirit of nursing staff and managers to achieve a dynamic and positive environment supportive to the professional practice of nursing.
• Delegate tasks/work projects to staff and supervises their accomplishment.
• Provide leadership and guidance to clinical nurse specialists and other advanced practice nurses related to their roles in clinical practices, program development and management.
• Conduct annual review of employee performance based upon mutually agreed upon expectations, goals and objectives.
• Develop Nursing Informatics Specialists to provide leadership.
• Provide leadership for program development.
• Chair or co-chair multidisciplinary committees involved in hospital-wide program planning.
• Review and update Nursing administrative policies and procedures as required reflecting changes in regulatory requirements and/or changes in clinical practice.
• Represent nursing services as a whole and/or clinical department on Medical board and/or hospital-wide committees, task forces and quality teams.

II. Resource Manager

• Participate in the development and implementation of overall institutional policies and procedures relating to the allocation of Department resources.
• Support the development and implementation of the professional model of nursing at UWHC.
  - Role model leadership behaviors, which demonstrate specific professional values and commitment to effective clinical practice.
  - Promote the advancement and integration of Primary Nursing within the department.
  - Create an environment and develop systems to ensure continuity of care among services delivering care to the patient and family.
  - Encourage innovative approaches to patient care delivery based upon evidence-based research, changes in practice and/or review of patient outcome data.
  - Assure adherence to and monitoring of standards of practice for nursing as defined internally and by professional nursing organizations.
  - Identify the need for innovative patient care programs. Provide leadership for analyzing feasibility data and developing and evaluating new programs.
  - Encourage innovative approaches to patient care within the clinical department by supporting theory/research-based practice and ideas generated by Clinical Nurse Managers, expert Clinicians and Nursing Informatics Specialists. Work with staff in developing, implementing and evaluating novel strategies.
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- Oversee all human resource management for the Department to include:
  - The ongoing recruitment and selection of candidates with the appropriate clinical skills and professional characteristics to match patient and organization needs.
  - Complies with UW HC’s policy regarding new employee orientation sessions and documents accordingly.
  - Responsible for the annual completion and documentation of performance evaluations.
  - Ensures that all aspects of hiring, evaluation, discipline and termination of employees are completed in compliance with policy and procedures.
  - Responsible for the annual review and update of employees’ position descriptions.
  - All objectives and assignments given to department managers and supervisors are completed on time and conform to applicable standards, rules and regulations. Routinely evaluates personnel requirements based on productivity standards and patient care/service needs.

III. Educator/Research facilitator

- Contribute to the establishment of a learning environment that is conducive to the provision of educational and research experiences to students, residents, interns, faculty and staff.
- Contribute to the institution knowledge of the latest trends, practices and state-of-the-art technology as applicable to assigned areas of responsibility.
- Remain abreast of advances in the areas of nursing and healthcare research and anticipate their translation into nursing practice.
- Develop and maintain productive and collaborative relationships with physicians, hospital administrators, and UW Madison School of Nursing faculty.
- Incorporate evidence based practice into all nursing practice development initiatives.
- Promote through a variety of efforts the professional practice of staff to ensure quality, cost-effective care outcomes.
- Promote opportunities for self and staff to attend and present research and clinical expertise at national and state-wide educational or specialty focused meetings.
- Share knowledge through teaching and publishing.
- Remain abreast of advances in the areas of healthcare technology and information management systems and anticipate their effect on and translation into nursing practice.

IV. Administrative Leader

- Provide leadership, direction, and guidance in training and development for employees to achieve optimal utilization of talents and to ensure opportunities for professional and personal growth and advancement.
- Serve as the Administrative Liaison for the Nursing Informatics Council.
- Participate in the development and revision of policies and procedures.
- Serve on appropriate multidisciplinary and nursing committees.
- Demonstrate professional effectiveness as a Director and role model through efficient time management, effective organization of work, and prioritization.
- Identify professional strengths and areas for growth and demonstrate professional development through formal and informal learning experiences.
- Participate in professional organizations in area of specialization and interest.
- Serve as a highly visible colleague and mentor, developing the confidence and capturing the spirit of nursing staff and managers to achieve a dynamic and positive environment supportive to the professional practice of nursing.
- Manage the nursing information systems staff.

CRITICAL INTERFACES
Senior Management, Medical Leadership, and Department Heads
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• To provide input, make recommendations and suggest options to Senior Management and Medical Leadership on the development and implementation of strategic and operational plans for area of responsibility. Advises and counsels Senior Management on operational and performance issues for area of responsibility.
• Work collaboratively with the ITS team to ensure that clinical documentation accurately and completely reflects the level of care provided while maintaining regulatory requirements.
• Collaborate with UWHC leaders to evaluate the return on investment and impact of clinical information systems and technology.
• Develop and maintain productive and collaborative relationships with physicians, hospital administrators and UW Madison School of Nursing to enhance the development of the practice of Nursing Informatics and the improvement and innovation of the application of technology within the practice of Nursing.

University Officials and Officers
• To serve as a liaison and representative of the UWHC Department of Nursing in its relationships with UW Medical School, School of Nursing and UW Medical Foundation.

External Stakeholders
• To represent the Department in its network relationships with various entities and organizations, vendors, and professional organizations, etc.
• To coordinate programs/services with Deans, medical staff, academic faculty and Department staff, the Medical School and the School of Nursing.
• To represent the Department with customers including patients and visitors in order to ensure quality service and satisfaction.

PERFORMANCE MEASURES:
• The level of achievement of departmental goals and objectives for areas of responsibility within specified target dates that support UWHC’s overall strategic plan.
• The level of success in the creation, sufficient monitoring, and achievement of budgeted revenues and cost targets for areas of accountability.
• The level of achievement of goals to increase patient volume and market share.
• The level of achievement of service quality as defined in nationally accepted measures and customer service provided to patients and visitors by staff and overall customer satisfaction.
• The level of satisfaction expressed by staff related to the quality of the department’s services.
• The level of employee satisfaction as reflected in the employee satisfaction survey. The level of end user feedback regarding system utility. The level of overall effectiveness and strength of the departmental management/supervisory team for areas of responsibility as measured by various factors such as employee development, functional effectiveness, completion of performance evaluations, and development and achievement of financial and clinical service goals and objectives.
• The level of success in the timeliness and accuracy of financial information and reporting, services, evaluation, interpretation and recommendations within areas of responsibility.

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

<table>
<thead>
<tr>
<th>JOB REQUIREMENTS</th>
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<tbody>
<tr>
<td><strong>Education</strong></td>
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<tr>
<td><strong>Work Experience</strong></td>
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<tr>
<td><strong>Licenses &amp; Certifications</strong></td>
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<tr>
<td><strong>Required Skills, Knowledge, and Abilities</strong></td>
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• Managerial skills necessary to plan, organize, direct and control the nursing informatics activities.
• Regarded as a highly visible, driven, and charismatic leader of nursing informatics.
• A passion for excellence which elevates the abilities and competencies of the various patient care providers.
• Strong track record of establishing external relationships, which facilitate and enhance the image of nursing practice at a regional and national level.
• A relationship oriented person, comfortable with an interdisciplinary culture of collaboration.
• Excellent verbal and written communication skills with meticulous attention to details.
• Characterized as data driven and/or someone with strong analytical skills.
• Strong and confident sense of personal accountability.

AGE SPECIFIC COMPETENCY (Clinical jobs only)
Identify age-specific competencies for direct and indirect patient care providers who regularly assess, manage and treat patients.

Instructions: Indicate the age groups of patients served either by direct or indirect patient care by checking the appropriate boxes below. Next,

| Infants (Birth – 11 months) | Adolescent (13 – 19 years) |
| Toddlers (1 – 3 years) | Young Adult (20 – 40 years) |
| Preschool (4 – 5 years) | Middle Adult (41 – 65 years) |
| School Age (6 – 12 years) | Older Adult (Over 65 years) |

JOB FUNCTIONS
Review the employee’s job description and identify each essential function that is performed differently based on the age group of the patient.

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.

<table>
<thead>
<tr>
<th>Physical Demand Level</th>
<th>Occasional Up to 33% of the time</th>
<th>Frequent 34%-66% of the time</th>
<th>Constant 67%-100% of the time</th>
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<tr>
<td>X Sedentary: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, 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.</td>
<td>Up to 10#</td>
<td>Negligible</td>
<td>Negligible</td>
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<td>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.</td>
<td>Up to 20#</td>
<td>Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls</td>
<td>Negligible or constant push/pull of items of negligible weight</td>
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<tr>
<td>Medium: Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.</td>
<td>20-50#</td>
<td>10-25#</td>
<td>Negligible-10#</td>
</tr>
<tr>
<td>Heavy: Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.</td>
<td>50-100#</td>
<td>25-50#</td>
<td>10-20#</td>
</tr>
<tr>
<td>Very Heavy: Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.</td>
<td>Over 100#</td>
<td>Over 50#</td>
<td>Over 20#</td>
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<tr>
<td>Other - list any other physical requirements or bona fide occupational qualifications not indicated above:</td>
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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.