

UW Health POSITION DESCRIPTION

POSITION SPECIFICS	
Title: Director of Patient Relations	Department/Number: 1004 Patient Relations
Reports to: VP, Quality & Patient Safety	
Job Code: 113012	FLSA Status: Exempt
Manager Approval: B.Clough Date: 12-16	
HR Approval: MJG 12-16	
POSITION SUMMARY	
<p>The Director of Patient Relations plans, directs, and manages all Patient Relations departmental activities. The incumbent is responsible to the Vice President, Quality and Patient Safety and works closely with UW Health employees and leaders. Responsibilities include the following:</p> <ul style="list-style-type: none"> • Manages and coordinating patient relations activities with other departments across the organization to assure prompt and remedial action to feedback (patient complaints, grievances and compliments). • Serves as a liaison between patients and the health system through which patients may voice their problems and concerns. • Promotes and encourages understanding and adherence by both staff and patients to the health system's philosophy on patients' rights and responsibilities. • Collects, trends and analyzes data. • Possesses knowledge of JCAHO, OSHA and DOH regulations and compliance standards. • Interprets and explains to patients and/or patient families the philosophy, policies, and procedures of the health system. • Refers patients to appropriate services and resources and respond personally when other alternatives are not available. • Facilitates assessment of responses to incidents that, if not properly responded to, could provoke a serious controversy or legal problem. • Interacts, advises, and counsels staff on concerns expressed by patients. 	
MAJOR RESPONSIBILITIES	
<p><u>Administrative Director</u></p> <ul style="list-style-type: none"> • Plans, directs, organizes and coordinates all Patient Relations departmental and programmatic activities. • Directs the operational, financial, and personnel activities for the Patient Relations department and related programs. Prepares and effectively manages annual operating and capital budgets for the department. Monitors monthly expenditure reports to assess budget status and reports on variances; May develop, recommend, implement and monitor contracts for services. • Establishes goals and operating objectives for the areas of direct responsibility in accordance with the mission, goals, and strategic objectives of UW Health. . • Monitors and assures department activities are in compliance with requirements of regulatory and accrediting agencies, including timeliness of written responses to patients/families. • Ensures that departmental regulatory requirements are met, such as timeliness of written responses to patient/family complaints. Ensures that all patient rights materials are current, including: Patient Rights and Responsibilities brochures/posters and any related content in other publications such as Guide for Patients and Visitors, UW Health Website, grievance process, policies, and coordinates the updating of the Patients as Partners brochure. • Works in close collaboration with the UW Health Patient Relations Medical Director to identify quality of care/patient safety issues to (1) respond to patients and families, (2) seek internal opportunities for improvement based on solicited and unsolicited patient/family feedback, (3) work with leaders to address trends/concerns. • Works in close collaboration with UW Health PFE Director and PFE Medical Director regarding organization-wide patient and family improvement initiatives. • Provides regular reports regarding feedback to key stakeholders across the organization. • Facilitates and participates in the development and implementation of new ideas, programs, services and relationships to enhance service and outcomes. • Interprets impact of broad scope organizational change for staff and develops change strategies for successful 	

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implementation. Develops and manages operational initiatives with measurable outcomes.

- Formulates objectives, goals and strategies collaboratively with other stakeholders.
- Benchmarks programs and services against best practices at other institutions and other industries.
- Demonstrates achievable and measurable results and develops action plans for improvement
- Ensures high levels of employee engagement, actively listening to staff ideas and concerns, and jointly developing action plans to meet their needs. Creates a culture and systems for recognizing and rewarding staff.
- 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.
- Manages complex interdepartmental and interdisciplinary relationships

Educator

- Provides education on relevant topics for faculty and staff within UW Hospital and Clinics, to students in the School of Medicine and Public Health and presents to other organizations/conferences as appropriate (in collaboration with the UW Health Learning & Development, UW Health Risk Management, and other UW Health partners as appropriate.

Performance Measures

- For areas of responsibility, the achievement of patient-centered objectives driven by UW Health strategic plans, goals.
- Achievement of budget goals.
- The level of service quality/patient/family experience with the patient relations processes; both internal, and more importantly external (our patients and their families)
- Patient complaints are addressed timely and meet regulatory requirements.
- Maintains proper records for all required data from records retention and regulatory perspectives.
- The level of employee engagement as reflected in consistent levels of staffing with low turnover rates.
- Committee.
- The level of medical staff and employee satisfaction with the department.

Critical Interfaces

Senior Management

- Advise Managers, Directors, and Department Managers about serious patient/family complaints and facilitates resolution working in conjunction with Risk Management and Legal Services
- To identify patterns and trends in the areas of patient complaints and to identify system problems and recommendations to improve quality and safety. To collaborate with leadership, physicians and hospital staff on patient care issues toward the accomplishment of the common goals of high quality patient care, patient satisfaction, resolution of conflict and enhanced service delivery.

Medical Staff Leadership, Clinical Chairs, Medical Faculty and House Officers

- Serve as a resource for medical staff on patient relations/patient and family-centered care and patient/family experience issues.
- Disseminate information/education to physicians regarding patient complaint management, patient/family experience and Patient/Family Advisor initiatives.
- Interface with physicians and physician leaders regarding complex ethical issues in patient care and facilitates ethics consultations to provide timely recommendations.

Director Colleagues

- Collaborate with Directors of Nursing, Pharmacy, Ambulatory, Interpreter Services, and others to further the goals of effective patient/family relations, to assure a coordinated approach to management of concerns/complaints and develops systems for managers to address issues at the time they arise to improve the patient/family experience.
- Collaborate with Risk Management and Compliance departments and key patient care leaders to review patient/family complaints and determine the most appropriate strategy for resolution or when resolution is not possible, the best achievable outcome.

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External Relationships

- Collaborates with UW-Madison Legal Services and maintains effective working relationships on potential legal issues affecting faculty members.

POSITION REQUIREMENTS

Education	Minimum	Bachelor's degree from an accredited institution in a relevant subject area such as Business Administration, Health Care Management, Nursing or related field
	Preferred	Master's degree in Business Administration, Healthcare Administration, Nursing or related field
Work Experience	Minimum	Five (5) years progressively responsible leadership experience in healthcare, research experience
	Preferred	Experience in a large, complex healthcare organizational or integrated system.
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> • A high degree of professionalism and competency in dealing with a variety of individuals. • Demonstrated ability to lead diverse teams to achieve outcomes, as well as form and maintain collaborative relationships. • Ability to independently organize and prioritize work. • Ability to succeed in a very complex environment where decision-making may be diffuse and ambiguous. • Excellent facilitation skills. • Excellent written and verbal communication. • Effective analytical ability in order to develop and analyze options, recommend solutions to and solve complex problems and issues. • Demonstrated project and portfolio management skills. • Knowledge of patient care and patient problems. • Excellent human relations and written and oral communication skills. Demonstrated ability to negotiate, resolve conflicts and build teams. • Ability to problem-solve.

AGE – SPECIFIC COMPETENCY

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,

<input type="checkbox"/>	Infants (Birth – 11 months)	<input type="checkbox"/>	Adolescent (13 – 19 years)
<input type="checkbox"/>	Toddlers (1 – 3 years)	<input type="checkbox"/>	Young Adult (20 – 40 years)
<input type="checkbox"/>	Preschool (4 – 5 years)	<input type="checkbox"/>	Middle Adult (41 – 65 years)
<input type="checkbox"/>	School Age (6 – 12 years)	<input type="checkbox"/>	Older Adult (Over 65 years)

Job Function

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

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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	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#
List any other physical requirements or bona fide occupational qualifications:		•		