

UW HEALTH JOB DESCRIPTION

Director of Telehealth & Ambulatory Access

Job Code: 113004	FLSA Status: Exempt	Mgt. Approval: T.Neely	Date: 09-16
Department:		HR Approval: C.Richard	Date: 09-16

JOB SUMMARY

The Director of Telehealth & Ambulatory Access is responsible for the direction and leadership of operational, financial, programmatic and personnel activities for UW Health Telehealth and Appointment Center. This includes establishing, meeting and continuously monitoring the goals and objectives while maintaining alignment with the strategic goals and objectives for UW Health. While the range of duties and responsibilities is broad and varied, the position's major responsibility is directing the day-to-day operations, budgeting, financial management, human resource management, and development of Telehealth and Appointment Center. The Director also provides recommendations on the strategic vision of the Telehealth and Appointment Center program to UW Health executive leadership and is responsible for implementing approved initiatives. The Director works closely with a variety of stakeholders, coordinating the activities of Telehealth and Appointment Center across the enterprise. Sensitivity to politics at all levels is required to develop Telehealth and Appointment Center services between many independent institutions with complex interrelationships, working cooperatively for the mutual benefit of all.

The Director will function as a leader within UW Health, participating in strategic planning and helping to ensure the efficient operation of the Telehealth and Appointment Center departments. This role also serves as the programmatic and operational leader for UW Health Telehealth and is responsible to the SVP, Chief Ambulatory Administrative Officer.

MAJOR RESPONSIBILITIES

Telehealth Responsibilities:

The Director will participate in large scale strategic initiatives in order to provide a global perspective regarding Telehealth's optimal position to assist the enterprise in their successful development, implementation and support of patient care activities. The Director will collaborate closely with peer Directors, IS technical staff and clinical leads, and must be comfortable operating with multiple responsibilities. The Director requires excellent communication, interpersonal, and organizational skills to work collaboratively with administrative and physician leaders within UW Health and other organizations. A high degree of creativity and demonstrated ability to deliver innovative approaches to problem resolution is required.

Departmental Leader

- Collaborate with e-Care of Wisconsin in the strategic development and deployment of eICU services through a matrix relationship as it relates to the broader Telehealth strategy and service offerings.
- Programmatic leadership for expanding Telehealth services including: Telestroke program, Teleconsults, eVisits, multidisciplinary care supporting patient education, care coordination, virtual rounding, interpreter services, etc. Functions largely independently while keeping SVP apprised of needs, problems, and program status.
- Develops enterprise standards in the Telehealth space.
- Provides an experience and environment of patient- and family-centered care.
- Interprets impact of broad scope organizational change for staff and develops change strategies for successful implementation.
- Develops and manages operational initiatives with measurable outcomes.
- Prepares and delivers reports to operational leadership outlining progress toward meeting annual goals and objectives, to include performance related to finance, clinical activity, quality, safety, marketing, and human resources.

Financial Manager

- Actively seeks opportunities to improve financial outcomes, engaging staff in the process.
- Establishes annual financial goals and actively uses benchmarking to high performing systems in similar area of expertise to set annual targets.
- Monitors and analyzes financial data and utilizes for decisions regarding FTE's, staffing and operational budget.
- Establishes an annual operating and capital budget, demonstrating fiscal responsibility through meeting budget targets.
- Creates business plan(s), justifying variances and analyzing cost benefit of programs.

UW HEALTH JOB DESCRIPTION

- Directs and provides guidance to managers to effectively allocate resources based on patient volume, space availability, budget constraints, and program priorities, goals and objectives.
- Articulates to staff the budget and the context within the organizational financials.

Administrative Leader

- Contribute to the success of the UW Health by providing leadership, direction and coordination of operations, finances and human resources for area of responsibility.
- Continually assesses all services, identifies problems, utilizes data to analyze and propose innovative approaches for solutions.
- Maintain 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.
- Remains current of new trends and best practices and incorporates into Telehealth practices and programs.
- Develops and implements innovative systems and processes that improve staff and patient quality and safety.
- Demonstrates achievable and measurable results and develop action plans for improvement.
- Initiates, monitors and enforces regulatory requirements.
- Ensures development of Telehealth initiatives to improve patient satisfaction and family centered care.
- Develops and implements clinical outcome measures for quality improvement, cost and complication reduction, and the implementation of evidence-based medicine.
- Incorporates the use of evidence-based practice and appreciative inquiry into program development and improvement activities.
- Communicates with physicians, academic department leaders, IS leadership and senior administrators to maintain coordination with other UW Health programs.
- Manages the complex interdepartmental and interdisciplinary relationships to assure collaboration and effective/efficient operations within Telehealth.
- Creates and maintains a satisfying workplace that fosters professional growth and job satisfaction for all members of the healthcare team.

Educator/Research Facilitator

- Develop communication approaches and strategies to ensure there is enterprise knowledge of telehealth work.
- 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.

Ambulatory Access (Appointment Center) Responsibilities:

This Director is also responsible for working with Ambulatory Dyad partners, Directors/Clinic Managers across UW Health to meet strategic objectives regarding patient access to services:

- Contribute to the development and maintenance of a culture based on patient centered, team based care and characterized by service excellence
- Integrate Ambulatory Service Standards for patient access to ambulatory services across UW Health
- Create the infrastructure required to achieve and sustain improved access to ambulatory services
- Share best practices and lessons learned inside and outside of UW Health
- Monitor and report template utilization and manage master template work

This Director will evaluate, analyze and guide the redesign of our access systems as needed to meet our objectives. Knowledge of Cadence and how it used across the entity will be essential, as revisions to ambulatory clinic templates will be necessary in order to increase access for our patient population, optimize productivity, increase efficient use of physician time, and ultimately enhance both patient and physician satisfaction.

By working closely with Business, Planning and Analysis (BPAD) and the Clinic Operations Directors and Managers, the

UW HEALTH JOB DESCRIPTION

Director - Ambulatory Access and Appointment Center will assist with design, interpretation, and utilization of access and availability reports, learn about and share best practices regarding use of templates in practice management and will be an expert on measurement and understanding supply/demand for ambulatory services and use these combined skills to assist clinical dyads in implementing advanced access principles across the continuum of care in UW Health.

Operational Management — Appointment Center

- Administratively supervise the operations, quality, training, and human resources functions for the Appointment Center and Assisted Scheduling. Direct supervision of the Appointment Center manager position.
- Serve as the liaison between the UW Health Clinics and the Appointment Center.
- Administrative facilitation of Access Subgroup of the Ambulatory Operations Council.
- Provide leadership and strategic guidance to the UW Health Scheduling Advisory Team.
- Ensure awareness, understanding, and compliance with all applicable federal, state, and agency laws and regulations.
- Provide leadership to the UW Health patient appointment reminder systems (automated phone/text reminders and paper reminders) as well as serve as a resource for the telecommunications related software and functionality (e.g. Symposium and Cisco phone reporting system and Telstrat call recording system).

Financial and Data Management/Analysis

- Deliver on key performance indicators that drive call resolution, patient satisfaction, transactional accuracy, and quality.
- Manage quality and production performance indicators against internal targets and ensure quality standards are benchmarked against industry best practice(s).
- Ensures operational profitability through effective budgeting and resource management.
- Develops and executes long-term strategic business plans that support business growth.
- Create and implement methodologies to improve and measure the patient experience. Ensure that patient experience and service standards are met.
- Use reports and dashboards to monitor the daily productivity of the department and individuals.

Strategic Planning for Access Improvement

- Work with Ambulatory Medical Director, department clinical leaders, and operations leadership to set annual goals for access improvement based on our Ambulatory Access Standards
- Serve as the operational point person with regard to how Epic/Cadence scheduling, and other scheduling applications impact access to care and how they are utilized across the system – be able to identify and articulate barriers to access that exist relating to templates; introduce and encourage standardization where appropriate to optimize access and efficiency.
- Serve as the organization's subject matter expert relating to improved access to ambulatory services.
- Develop and effectively share operation expertise relating to advanced access – assist clinical dyads with achievement of UW Health access targets / standards. Assist each area with meeting operational key performance indicators and industry benchmarks.
- Facilitate consistent scheduling workflows across UW Health.
- Interact effectively with site managers and lead physicians to share data, tools, best practices relating to templates and their impact on productivity, access, and overall practice efficiency.
- Work closely with operations leadership and Decision Support to design, modify, interpret and share ambulatory reports, and assist site clinical dyads in utilization of the reports to guide and monitor access improvement efforts.
- Prepare reports and presentations which clearly demonstrate the impact templates have on access – regularly report on progress toward access goals with comparison to local, regional and national benchmarks where possible.
- Develop and maintain understanding of clinic operations workflows that relate to access and practice efficiency.
- Maintain working knowledge of how the use of the Cadence applications impact templates and reports.
- Provide advice and guidance regarding the build or vision of clinician templates as needed.
- Other duties as assigned, understanding that this role will evolve over time.

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

UW HEALTH JOB DESCRIPTION

JOB 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 or progress towards a master's degree in business administration, Healthcare Administration, Nursing or related field
Work Experience	Minimum	<ul style="list-style-type: none"> • Five years relevant experience working in a large academic medical center or complex healthcare environment including inpatient and outpatient settings. • Five years relevant experience with clinical healthcare information technology services and/or programs. • Three years' experience with the management of telehealth services and/or programs, or five years of related experience that includes operational management (or combination) required.
	Preferred	<ul style="list-style-type: none"> • Has held administrative position in a large academic or complex health program that included Telehealth services. • Experience supporting systems and/or operations in a 24x7 hospital setting. • Five years progressive experience in healthcare setting • Experience with Epic applications, specifically Cadence and EpicCare highly desirable. Demonstrated success/results in customer service support, healthcare call center operations.
Licenses & Certifications	Minimum	
	Preferred	Fellow American College of Healthcare Executives (FACHE) Certified Professional in Healthcare Information & Management Systems (CPHIMS)
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> • Broad knowledge and understanding of the telehealth industry and factors impacting the practice of clinical medicine through telehealth systems to include: <ul style="list-style-type: none"> ○ Regulations and legislation for telemedicine practice at a state and federal level ○ Reimbursement standards and guidelines ○ Emerging technologies and related FDA regulations • Sensitivity to internal and external politics at all levels. • Broad knowledge of modern health care administration, principles and practices within a managed care environment and/or an academic medical center. • In-depth knowledge of managerial accounting for health care organizations and of hospital and clinical operations. • Experience working across the program development or operational life cycle required. • Experience and exposure to a variety of Electronic Medical Records, database and other healthcare technology infrastructures required. • Excellent communication and interpersonal skills to include the ability to negotiate and resolve conflicts and build teams. • Demonstrated creativity, flexibility, and vision for strategic planning. • Ability to operate in high-pressure situations. • Demonstrated innovative approach to problem resolution. • Ability to work collaboratively across UW Health entities and disciplines. Demonstrated commitment to patient- and family centered care. • Effective analytical ability in order to develop and analyze options, recommend solutions to and solve complex problems and issues. • Demonstrated effective managerial and administrative leadership of clinical

UW HEALTH JOB DESCRIPTION

	<p>operations</p> <ul style="list-style-type: none"> • 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 weaknesses and develop goals for professional growth and achievement.
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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.*

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 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.	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:				

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.