

## UW HEALTH JOB DESCRIPTION

### Senior Director, Patient Access and Financial Experience

Job Code: 114418	FLSA Status: Exempt	Mgt. Approval: A. Abongwa	Date: September 2021
Department: Revenue Cycle		HR Approval: S. Whitlock	Date: September 2021

#### JOB SUMMARY

The Senior Director of Patient Access and Financial Experience is responsible for the direction and leadership of operational, financial, programmatic and personnel activities within the Patient Access and Financial Experience Departments at all UW Health and SwedishAmerican locations. The Senior Director is responsible for ensuring a consistent, seamless, and exceptional patient financial experience. This includes designing and implementing the ideal patient financial journey from the front to the back end of the revenue cycle, in accordance with accepted national standards and policies. This leader serves as a change agent and promotes a culture of innovation and service excellence in the revenue cycle, in collaboration with leaders from across UW Health. The Senior Director will continuously monitor departmental 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 operations, budgeting, financial management, human resource management, process improvement, and patient financial experience. The Senior Director is also responsible for integrating and initiating improvements in a range of programs to achieve a seamless patient financial experience and to ensure the entire department is performing at or above industry standards for all critical aspects of operational and financial categories. The Senior Director works closely with a variety of stakeholders, coordinating the activities of the Revenue Cycle Departments across the enterprise.

The Senior Director of the Patient Access and Financial Experience Departments serves as the programmatic and operational leader for the Financial Clearance, Patient Access, Financial Counseling, Customer Service/Patient Accounts work units at UW Health and SwedishAmerican. This position is responsible to the Vice President, Revenue Cycle and works closely with other UW Health employees and leaders.

#### MAJOR RESPONSIBILITIES

##### Serves as the Departmental Leader

- Manages and directs the planning, design, and coordination of programs within the Patient Access and Financial Experience departments. The functions within these departments include but are not limited to Financial Clearance (Pre-Registration, Authorization and Insurance verification); Patient Access (Bed Control, Inpatient Registration, Outpatient Registration, ED Registration); Financial Counseling (Price Estimations, Charity Care Review, Medicaid eligibility, and Transplant Financial Counseling); Customer Service (patient collections, customer service follow-up, and balance resolution), and the oversight for Revenue cycle vendors associated with the work units.
- Directs the departmental quality improvement efforts to achieve optimal productivity, operational effectiveness, efficiency and satisfaction of internal and external customers. External customers include patients, referring providers, physicians and third-party payers.
- Confers with physicians, both internal and external, and advises them in regard to the financial clearance, registration, financial counseling, customer service, and patient account aspects from an administrative and financial perspective.
- Maintains a thorough knowledge base in third party reimbursement mechanisms and requirements. Interpret these rules/regulations/requirements for hospital staff. Review contracts the hospital has with payers, and provide preferred language to be used for precertification, notification, insurance verification, and appropriateness for inpatient admission sections.
- Provides an experience and environment of patient- and family-centered care, with an emphasis on the patient's financial experience.
- Leads UW Health's central pricing office that provides patients with price estimates prior to service.
- Oversees the customer service and registration call centers to ensure prompt resolution of patient needs.
- Develops and manages operational initiatives with measurable outcomes. Formulates objectives, goals, vision, and strategies collaboratively with other stakeholders, as needed.

##### Financial Manager

- Establishes annual financial goals and actively uses benchmarking to high performing systems in similar area of expertise to set annual targets.

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- Monitors and analyzes financial data and utilizes for decisions regarding FTE's, staffing and operational budget. Directs and provides guidance to directors and managers to effectively allocate resources based on patient volume, space availability, budget constraints, and program priorities, goals and objectives.
- 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.
- Accountable for maintaining the organization's fiscal strength through financial clearance of patients, financial counseling, and denial management.
- Directs the organization's charity care program and provides direction on discretionary adjustments.

### Administrative Leader

- Contributes to the success of the UW Health by providing leadership, direction and coordination of operations, finances and human resources for area of responsibility.
- Conducts research on industry best and evidence-based practices and serves as a central contact for potential opportunities to enhance the financial experience
- Ensures the organization meets or exceeds the financial expectations of patients and their family members as measured by patient surveys, ad hoc feedback, and complaints.
- Collaborates with staff members, managers/directors, leaders, physicians, patients and family members to further the strategic vision for patient experience and service excellence
- Demonstrates achievable and measurable results and develop action plans for improvement
- Initiates, monitors and enforces regulatory requirements
- Creates an environment that encourages diverse opinion, recognizes differences and incorporates into process and services.
- Serves as a Patient Access and Financial Experience leader for all affiliates of UW Health
- Provides opportunities to aspiring leaders to develop skills to meet career goals.

### Critical Interfaces

- Actively participate in hospital-wide committees and workgroups to facilitate interdepartmental activities addressing issues with a broad scope of concerns and impacts for UW Health (UH, AFCH, TAC, SwedishAmerican)
- Manages the complex interdepartmental and interdisciplinary relationships to assure collaboration and effective/efficient operations. This includes linkages to case management, clinic operations, pharmacy, transplant, contracting, legal, nursing, and the ED.
- Leads and/or serves on a variety of appropriate internal and external committees to represent UW Health and related entities.
- Partners with Clinical Operations and Scheduling to assure operational integration of revenue cycle workflows and functions, as well as future planning for collaboration.
- Serves as the financial escalation point for Access Center insurance questions and acceptance determinations.

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

### JOB REQUIREMENTS

Education	Minimum	Bachelor degree from an accredited college or university in a business, healthcare administration or related major
	Preferred	Master's degree from an accredited college or university in a business, healthcare administration or related major
Work Experience	Minimum	Eight (8) years of experience in a health care setting, including at least five years management experience (supervisor or above) Equivalent and relevant combination of Master's level education, fellowship, or experience may be considered in lieu of total experience.
	Preferred	Ten (10) years management experience in a health care setting, including previous experience in Revenue Cycle
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> <li>• Excellent communication and interpersonal skills to include the ability to negotiate and resolve conflicts and build teams, as well as establish credibility and work effectively in a complex environment.</li> </ul>

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	<ul style="list-style-type: none"> <li>• Creativity, analytic ability and conceptual skills and vision to refine and improve existing operations and to conceive, design and implement state of the art technical and human admission, access, and registration functions.</li> <li>• Ability to operate in high-pressure situations.</li> <li>• Ability to work collaboratively across UW Health entities and disciplines. Demonstrated commitment to patient- and family centered care.</li> <li>• Broad knowledge of modern health care administration practices and principles within a managed care environment and/or an academic medical center.</li> <li>• Ability to function independently and deal with multiple, simultaneous projects.</li> <li>• Ability to demonstrate a commitment to quality and excellence.</li> <li>• Ability to delegate and still maintain close managerial and financial oversight.</li> <li>• Effective leadership abilities:             <ul style="list-style-type: none"> <li>• Ability to implement change in a positive, sensitive and forward - thinking manner</li> <li>• Planning and problem solving</li> <li>• Developing goals and objectives, and establishing priorities</li> <li>• Inspires confidence, appropriate risk taking and achievement of high standards</li> <li>• Self-starter with a willingness to try new ideas</li> <li>• Positive, can-do attitude coupled with a sense of urgency</li> <li>• Good judgment and ability to act decisively at the right time</li> <li>• Ability to persuade others and develop consensus</li> <li>• Ability to create win/win solutions and relationships</li> </ul> </li> <li>• Ability to interpret, evaluate and communicate policies and procedures as they relate to hospital operations, and State, Federal and local requirements.</li> <li>• Proficient knowledge of revenue cycle operations, insurance rules and regulations, and call center operations</li> </ul>
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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
<b>X</b>	<b>Sedentary:</b> 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.	<b>Up to 10#</b>	<b>Negligible</b>	<b>Negligible</b>
	<b>Light:</b> 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.	<b>Up to 20#</b>	<b>Up to 10#</b> or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	<b>Negligible</b> or constant push/pull of items of negligible weight
	<b>Medium:</b> Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.	<b>20-50#</b>	<b>10-25#</b>	<b>Negligible-10#</b>
	<b>Heavy:</b> Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	<b>50-100#</b>	<b>25-50#</b>	<b>10-20#</b>
	<b>Very Heavy:</b> Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	<b>Over 100#</b>	<b>Over 50#</b>	<b>Over 20#</b>
List any other physical requirements or bona fide occupational qualifications:		•		

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

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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.