

UW HEALTH JOB DESCRIPTION

SENIOR DIRECTOR BUSINESS DEVELOPMENT AND GROWTH

Job Code: 103111	FLSA Status: Exempt	Mgt. Approval: C. Gehl	Date: March 2023
Department: Strategy Office – Business Development		HR Approval: B. Haak	Date: March 2023

JOB SUMMARY

The Senior Director of Business Development and Growth is responsible for the growth-related activities of UW Health, including but not limited to identifying and developing growth opportunities (both of key clinical programs and in prioritized markets) and creating and fostering strategic relationships.

Under general direction from the SVP/Chief Strategy Officer, and in partnership with the System VP for Strategy and Planning, the Senior Director of Business Development and Growth is responsible for driving organizational success through the identification, development and cultivation of strategic health system relationships and pathways for program development and service line growth in key strategic markets, in support of the mission, goals and objectives of UW Health. The Senior Director of Business Development and Growth provides overall leadership, direction, coordination, and evaluation of the strategic growth initiatives and activities of the UW Health system. Additionally, the Senior Director of Business Development and Growth is responsible for proactively identifying potential partner organizations as well as developing and nurturing key strategic external relationships. The Senior Director of Business Development and Growth is responsible for identifying trends, new programs and emerging markets that will drive system growth opportunities, including but not limited to:

- Translate strategic plans and budget targets into operational action plans that guide resource allocation and the coordination and direction of personnel.
- Identify opportunities to leverage cross-program strengths to grow programs and services that are aligned with UW Health's strategic goals.
- Use data to analyze market dynamics, trends and competition, and implement strategies to meet market demands.
- Proactively identify potential partnership opportunities within key strategic markets and provide guidance relative to opportunities for partnership, affiliation, and merger and acquisition discussions.
- Provide input in the development of the system strategic plan to ensure accomplishment of the mission and vision of clinical and service line priorities.
- Act as a liaison and representative of the institution pertaining to strategic growth and relationships with partners, joint ventures, affiliations.
- Create, in collaboration with operational leaders, integration plans for strategic partnerships into UW Health.

UW Health is committed to the highest standard of customer service principles for its patients, visitors, and staff members. Staff will serve as role models by practicing exemplary behaviors when working with patients, visitors and fellow staff members.

MAJOR RESPONSIBILITIES

Departmental Leader

- 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.
- Incorporates UW Health's vision, missions and values in goals and programs within Business Development and Growth.
- Develops and manages operational initiatives with measurable outcomes.
- Formulates objectives, goals and strategies collaboratively with other stakeholders.
- 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.

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- 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.
- 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

- Translate system and program strategic plans, system goals and budget targets into operational action plans which guide resource allocation and the coordination and direction of personnel; direct operations in areas of responsibility to achieve the annual operating plan.
- Effectively lead and administer the following responsibilities and activities:
- Identifies opportunities to leverage cross-program strengths to grow programs and services that are aligned with UW Health's strategic goals.
- Provides analytical and operational review to leadership on areas related to regional strategic initiatives.
- Partners with other strategy office units, finance, and enterprise analytics resources to develop data and analyses to advance growth initiatives and identify new opportunities.
- Develops capacity in strategic partnerships, business development and organizational / relational awareness.
- In conjunction with marketing and communications, ensures consistency of message and brand alignment with UWH strategic goals throughout the region.
- Proactively identifies potential partnership opportunities within key strategic markets, provides guidance to merger, acquisition and divestiture discussions.
- Proactively communicate with colleagues in the Strategy Office and others in key internal roles related to ongoing work to ensure alignment.

Strategic Planning

- Participate in the development of the system strategic plan to ensure accomplishment of the mission and vision of UW Health.
- Guide and direct strategic planning for areas of responsibility.
- Collaborate with the Strategy Office, including the business planning and system portfolio functions to align regional growth objectives with the UWH strategic plan and system scorecard.

Advisor

- Serves as an advisor and consultant to the SVP/Chief Strategy Officer on matters within areas of responsibility.
- Acts as a liaison and representative of the institution pertaining to strategic growth and regional relationships matters with the UWHCA Board of Directors and UWHCA Committees.

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 Business Development and Growth 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 manager 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/Facilitator

- Contributes to the establishment of a learning environment which is conducive to the provision of educational and research experiences to students, house officers, faculty and staff.

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- Supports the educational and professional development opportunities to staff, students and interns within areas of responsibility.
- Contributes to the institution knowledge of the latest trends, practices and state-of-the-art technology as applicable to assigned areas of responsibility.

External Stakeholders

- Acts as a liaison and representative of the institution pertaining to strategic growth and regional relationships with partners, joint ventures, other organizations related to mergers and acquisitions.

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

JOB REQUIREMENTS

Education	Minimum	Bachelor's degree in a relevant field such as Business Administration or Health Administration.
	Preferred	Master's degree in Business or Health Administration
Work Experience	Minimum	Seven (7) years progressively responsible experience in entrepreneurial, business development, management consulting, mergers and acquisitions, or related efforts in start-up to large organization environments
	Preferred	Experience with an integrated health system with multiple markets
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		<p>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 managerial and administrative leadership of clinical operations 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. Ability to demonstrate a commitment to quality and excellence. Effective leadership abilities:</p> <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 foster trust, credibility and understanding. • Ability to effect collaborative 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

PHYSICAL REQUIREMENTS

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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.