

# UW HEALTH JOB DESCRIPTION

## Program Director Transplant Outreach

Job Code: 853001

FLSA Status: Exempt

Mgt. Approval: M. Roberts

Date: January 2021

Department: Transplant 5302

HR Approval: J. Theisen

Date: January 2021

### JOB SUMMARY

Under the general supervision of the Director, Organ Donation and Transplant Service Line, the program director is responsible for the direction and leadership of the UW Health Transplant Center's (UWHTC) regional and national strategy and relationship maintenance within our broad community. These responsibilities include the development and ongoing leadership of the transplant regional outreach clinics as well as leading a comprehensive outreach program with referring providers, payors, and patients to support transplant program growth and service excellence.

The program director works closely with a variety of stakeholders, coordinating the strategic initiatives of the UW Health Transplant Center across the enterprise and with external partners. The program director establishes and maintains goals and objectives for the UW Health Transplant Center's regional and national strategy.

The program director maintains current knowledge of the competitive health care external environment and uses that information in synergy with analytic resources to formulate UW Transplant Center regional strategy and business activities. The program director also maintains current knowledge of UW Health Transplant Center marketing and contracting efforts and aligns initiatives accordingly.

### MAJOR RESPONSIBILITIES

#### I. Business Development and Operations

- Provides leadership for program planning and business planning support for the transplant program's regional strategy
- Designs and conducts quantitative and qualitative analytical research in support of planning and decision-making.
- Ongoing management of regional outreach clinic operations; continuous improvement of systems and processes.
- Assists Clinical Program Managers in programmatic reviews of existing programs and developing new models of care to facilitate effective, efficient patient care.
- Directs and manages the development of the UW Health Transplant Center Regional Dashboard.
- Establishes cooperative working relationships and communicates effectively with co-workers and staff in other departments, particularly fiscal affairs, decision support, University Health Care, public affairs, UW Medical Foundation, UW Medical School.
- Leads operational projects within the organization as they relate to strategic initiatives (i.e. better services to referring providers, patients, case directors, new programs, etc.)
- Leads process improvement projects related to strategic planning, business planning, and implementation activities in collaboration with the UWHTC Director of Quality.
- Leads the optimization of workflows for the transplant outreach clinics, the transplant financial counselors (in collaboration with Access Services), transplant referral process and other workflows related to strategic initiatives.
- Communicates with physicians, other department leaders to maintain coordination with other UW Health Departments and Programs.
- Effectively facilitates interdisciplinary meetings within the transplant department.
- Acts as a primary contact for referring providers when issues arise
- Leads efforts to refine and adjust UWHTC Strategic Plan on an annual basis

#### II. Marketing and Outreach

- Directs the comprehensive transplant referring provider, patient, and payor outreach program, focused on program growth and services excellence.
- Monitors the competitive landscape, referral patterns, trends in transplantation, etc. to capitalize on opportunities in the market.
- Directs the development of collateral marketing materials in close collaboration with Marketing/Public Affairs Account Manager. Maintains inventory of marketing and patient education materials.
- Leads the development of marketing plans related to regional initiatives and is responsible for the execution of the plans and demonstrating outcomes
- In conjunction with MarCom, assesses value of individual marketing campaigns for the UWHTC.
- Conducts focus groups with patients and referring physicians as needed in the development of plans and marketing materials.
- Develops relationships with referring providers in support of the transplant program.
- Provides real time feedback from referring providers.
- Leads projects within scope of this position, such as the UWHTC App, and other initiatives utilizing technology
- Actively seeks out opportunities to promote our transplant and living donation programs and manages requests for sponsorship
- Leads the development of outreach opportunities including working with transplant faculty on developing CME presentations and/or organizing other educational conferences/events for medical professionals that refer to the transplant program.
- Participates in projects relating to patient education, including developing strategies and tracking usage.
- Analyzes and develops action planning around patient satisfaction and demographic data in support of marketing the

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transplant program to patients.

- Develops strategies on improving payor relations in collaboration with Transplant contract director
- Analyzes shifts in referral patterns and volume of referrals, performs a multifactorial analysis to determine the cause, makes recommendations on a course of action and works with UWHTC leadership team to execute this plan of action.
- Acts as a primary contact for outside agencies such as National Kidney Foundation, American Liver Foundation, Donate Life America, and others with whom the UWHTC works closely
- Travel to outreach locations, dialysis centers, and conferences will be required.

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

### JOB REQUIREMENTS

|   |           |   |
|---|-----------|---|
| Education                                 | Minimum   | Bachelor's degree in healthcare administration, finance, business or other relevant field.  |
|   | Preferred | Master's degree in healthcare administration, nursing, finance, business or other relevant field.   |
| Work Experience                           | Minimum   | Minimum three (3) years of progressively advanced analytical and/or marketing experience in healthcare administration, transplant or related patient-care experience and/or transplant outreach experience.   |
|   | Preferred | <ul style="list-style-type: none"> <li>• Five (5) years related experience in Transplant marketing, business, or strategic planning</li> <li>• Experience in an academic medical center</li> <li>• Prior training in business, planning, or decision support</li> <li>• Experience in strategic planning for a comprehensive care program or center</li> </ul>  |
| Licenses & Certifications                 | Minimum   |   |
|   | Preferred |   |
| Required Skills, Knowledge, and Abilities |           | <ul style="list-style-type: none"> <li>• Key knowledge of modern health care administration, transplantation principles and practices within a managed care environment and/or an academic medical center.</li> <li>• Knowledge of the principles and practices of supervision and administration as applied to the management and direction of personnel within areas of accountability.</li> <li>• Effective managerial and administrative abilities as applied to the complex environment of an academic health center.</li> <li>• Thorough knowledge of computer systems and the ability to effectively utilize software applications including spreadsheet development, database development and management, report writers, and presentation software.</li> <li>• Advanced technical, data handling and interpretive skills; ability to leverage system applications and databases in creative ways to maximum advantage.</li> <li>• Ability to implement change in a positive, sensitive and forward-thinking manner</li> <li>• Strategic thinking, planning and problem-solving</li> <li>• Developing goals, objectives, and establishing priorities. Ability to create win/win solutions and relationships</li> <li>• Results oriented self-starter with a willingness to try new ideas. Flexibility and receptiveness to new and different opinions/ideas.</li> <li>• Good judgment and ability to act decisively at the right time.</li> <li>• Ability to build collaborative alliances and teams</li> <li>• Effective ability to ensure a high level of customer satisfaction. The Program Manager is privy to information that may be highly confidential and sensitive in nature and is expected to maintaining professionalism, integrity, and honesty in maintaining confidentiality at all times.</li> <li>• Ability to effectively deal with conflict management and the skill to anticipate and bring issues to resolution.</li> <li>• Ability to develop and analyze options, recommend solutions to solve complex problems and issues</li> <li>• Effective verbal, written communication, and group presentation skills</li> <li>• Design and implementation of communication program to management team</li> <li>• Ability to function openly and collaboratively in a matrixed organization</li> <li>• Proficient with medical terminology and ability to understand basic and advanced medical principles</li> <li>• Creates an environment that encourages diverse opinion, recognizes differences and incorporates into process and services</li> </ul> |

### 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.*

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| Physical Demand Level  |   | Occasional<br>Up to 33% of the time | Frequent<br>34%-66% of the time   | Constant<br>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 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. | <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: |   |                                     |   |   |

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.