UW HEALTH JOB DESCRIPTION

Supervisor, Medical Communications

<table>
<thead>
<tr>
<th>Job Code: 600005</th>
<th>FLSA Status: Exempt</th>
<th>Mgt. Approval: A. Rikkers</th>
<th>Date: November 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department: Critical Care Transport</td>
<td>HR Approval: J. Olson</td>
<td>Date: November 2020</td>
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**J O B S U M M A R Y**

The Medical Communications Supervisor is an administrative leader responsible for the supervision and leadership of the Critical Care Transport and Interfacility Transport communications staff and dispatch operations. The Supervisor is responsible for regulatory requirements and ensures that staff members maintain competence, efficiency, and strong customer service skills through ongoing education and quality assurance monitoring. The Supervisor demonstrates the ability to coordinate communications between internal and external parties, including but not limited to: referring physicians, rural hospitals, emergency centers, police and fire responders, air traffic control, regional airports and other flight programs, UW Health physicians, and staff at the Access Center.

The Medical Communication Specialist Supervisor is responsible for customer relationship building that leads to positioning the UW Health Critical Care Medical Transport program as the provider of choice for regional transport referrals. This coordinator evaluates the healthcare market and regional transport needs, monitors and trends request and transport data, and develops/implements market strategies to capture additional volume.

The Medical Communication Specialist Supervisor is required to have exceptional communication and public relations skills, business acumen, and expertise in marketing and business development. This position will be required to travel some, providing presentations and communications to EMS services, hospitals, and medical professionals.

**M A J O R R E S P O N S I B I L I T I E S**

- Provides leadership to Critical Care Transport and Interfacility Transport communications staff. Maintains continuous oversight of the performance of the Communications Specialist staff through chart reviews, audio reviews, and direct observation.
- Ensures department policies and procedures are current and relevant to the industry and meet CAMTS standards. Maintains a current knowledge of practice standards and ensures protocols are evidence-based and relevant.
- Promotes compliance with Joint Commission, CAMTS, and other regulatory body standards through consistent rounding and performance of tracers and audits. Reviews, investigates, and follows up on patient concerns, Patient Safety Net (PSN) submissions, Infection Control, and Employee Health exposures.
- Develops and maintains performance monitoring systems to ensure a high standard of practice is maintained throughout the program. Ensures a high standard of customer service is maintained and data is accurately captured and recorded.
- Provides direct supervision of communications staff to include scheduling, payroll, mentorship, employee performance monitoring, and recruitment and selection of staff.
- Develops and manages orientation and continuing education plan for communications staff.
- Identifies and analyzes potential business opportunities for program expansion.
- Prepares related business plan and market strategy for executive review and approval and implements when necessary.
- Builds and sustains productive and profitable relationships with key decision makers, medical professionals, and community leaders through a variety of mediums including personal visits, presentations, written communications, corporate literature, and promotional events.
- Frequently collaborates with leadership, marketing, and physician liaisons to strategize and prioritize business development efforts.
- Maintains and prepares monthly reports of request and transport volume trends.
- Collaborates with the program leadership to develop strategies that promote the brand, image, and awareness of UW Health Medical Transport in the service region.
- Develops the tools and systems needed to analyze the referral/transport data, collecting actionable information used to develop business strategies. Evaluates statistical trends and takes actions accordingly.
- Identifies progressive ideas through researching industry and related events, publications, and announcements and tracks their accomplishments to stay abreast on how these could impact the UW Health Medical Transport program and UW Health organization.
- Assesses, plans, implements, and evaluates program needs. Plans workflows, transports, and implementations with multi-disciplinary services involving other health care agencies.
**UW HEALTH JOB DESCRIPTION**

- Assists Director in preparing the budget related to areas of oversight and manages resources to support financial objectives.

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

### JOB REQUIREMENTS

<table>
<thead>
<tr>
<th>Education</th>
<th>Minimum</th>
<th>Preferred</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Bachelor's Degree in Marketing, Business Management, Communications, Public Relations, or Healthcare Administration. A combination of education and relevant work experience will be considered in lieu of a Bachelor’s Degree.</td>
<td>Master’s Degree in Marketing, Business Management, Communications, Public Relations, or Healthcare Administration</td>
</tr>
<tr>
<td>Work Experience</td>
<td>Minimum</td>
<td>Preferred</td>
</tr>
<tr>
<td></td>
<td>Three (3) years of communication, leadership, and/or customer service experience</td>
<td>Five (5) or more years of relevant work practice, leadership, or supervisory experience</td>
</tr>
<tr>
<td>Licenses &amp; Certifications</td>
<td>Minimum</td>
<td>Preferred</td>
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### Required Skills, Knowledge, and Abilities

- Leadership experience with demonstrated success
- Demonstrates effective leadership through collaborative partnerships
- Demonstrates a passion for excellence, elevating the abilities and competencies of patient care providers
- Excellent verbal and written communication skills
- Professionalism and interpersonal skills
- Expertise in problem solving and decision making
- Ability to demonstrate competent communication dispatch practices
- Efficient time management and ability to prioritize and organize work
- Ability to work independently within scope of practice to achieve clinical outcomes
- Ability to resolve conflicts

### 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)**
- **Toddlers (1 – 3 years)**
- **Preschool (4 – 5 years)**
- **School Age (6 – 12 years)**
- **Adolescent (13 – 19 years)**
- **Young Adult (20 – 40 years)**
- **Middle Adult (41 – 65 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.*

<table>
<thead>
<tr>
<th>Physical Demand Level</th>
<th>Occasional</th>
<th>Frequent</th>
<th>Constant</th>
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<tbody>
<tr>
<td></td>
<td>Up to 33% of the time</td>
<td>34%-66% of the time</td>
<td>67%-100% of the time</td>
</tr>
<tr>
<td><strong>Sedentary:</strong> 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.</td>
<td>Up to 10#</td>
<td>Negligible</td>
<td>Negligible</td>
</tr>
</tbody>
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# UW HEALTH JOB DESCRIPTION

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<tr>
<th>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.</th>
<th>Up to 20#</th>
<th>Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls</th>
<th>Negligible or constant push/pull of items of negligible weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium: Ability to lift up to 50 pounds maximum with frequent lifting and/or carrying objects weighing up to 25 pounds.</td>
<td>20-50#</td>
<td>10-25#</td>
<td>Negligible-10#</td>
</tr>
<tr>
<td>Heavy: Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.</td>
<td>50-100#</td>
<td>25-50#</td>
<td>10-20#</td>
</tr>
<tr>
<td>Very Heavy: Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.</td>
<td>Over 100#</td>
<td>Over 50#</td>
<td>Over 20#</td>
</tr>
</tbody>
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Other - list any other physical requirements or bona fide occupational qualifications not indicated above:

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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.