

MANAGEMENT JOB DESCRIPTION

Job Code: 1303-0261 **Job Title:** SENIOR DIRECTOR, SYSTEM ACCESS AND INNOVATION

Department: Ambulatory Services Administration

Reports to Job Title: Vice President Ambulatory and Regional Services

Supervises: Director, Patient Access Scheduling Center; Director, Patient Access Registration and Voice Ops services; Administrative Assistant

Approvals	Effective Date: 2/3/2017	Next Review Date: 2/3/2020
SIGNATURES:		
Supervisor:		Next Level Approval:
Human Resources:		

	Job Family: MGT	ASC Code: 1
SECTION I: Job Information	FLSA Status: Exempt	ADA Profile: Administrative 1
	Group Credentialing Code:	

JOB SUMMARY:

The Senior Director of Patient Access and Innovation partners with operational and clinical leaders to drive access-focused initiatives that create and support exceptional patient access services, patient and family experience, provider and staff satisfaction, growth and capacity management, advancement of process and technology innovation, and strong financial performance with superior efficiency and productivity. Under the general guidance of the Vice President, System Access and Practice Management and the Medical Director of System Access, the Senior Director of Patient Access and Innovation is primarily responsible for the design and operational leadership for implementation of Seattle Children's patient access strategy.

Accountable for operations of the Patient Access Center which includes referral management/clinical intake, scheduling, consulting nurses, patient registration services at the Seattle main campus location, patient access standards across all specialties and locations, voice operations, data analytics and dashboards for system use, and business ownership for the Epic Patient Access applications. This role will create a continuous improvement-driven culture that optimizes capacity and enables operational and service excellence in patient access functions throughout the organization and at all sites of care.

SECTION II: QUALIFICATIONS

The **minimum** qualifications listed below (along with education/experience) are representative of the knowledge, skills, and abilities needed to perform this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities of this position.

Minimum Education and Experience: (Identify only education requirements that are legally defensible – e.g., an attorney needs a Juris Doctor)

Required Education/Experience:

- Bachelor's Degree in Business Administration, Health Care Administration or related field.
- MHA, MBA, or equivalent combination of education and experience
- Ten (10) years management and/or director level experience in a healthcare or management consulting setting.

Required Credentials:

- N/A

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Preferred:

- Three (3) to five (5) years experience overseeing/participating in program development and/or strategic planning.
- Experience with telehealth technology
- Epic software expertise
- Call Center management and technology expertise
- Experience with telephony and emergency communications
- Experience with data and analytical tools
- Provider practice management experience
- Experience in pediatrics or an academic medical center

Knowledge, Skills, and Abilities:

- Proven ability to lead complex organizational change and results-oriented service improvement initiatives
- Familiarity with scope of pediatric clinical services
- Excellent communication/ interpersonal skills
- Strong computer skills (Microsoft Office, Tableau or other analytical tools)
- Able to develop strong management teams through inspirational leadership, staff development, and effective teamwork across the system

Physical Demands:

SEDENTARY - Sedentary work involves sitting most of the time, but may involve walking or standing for brief periods of time. Exerting up to 10 lbs. of force occasionally for lifting/carrying/pushing/pulling. For a more detailed description of the physical demands required, please refer to the Job Demand Analysis or ADA profile by contacting the Human Resources department.

SECTION III: PRIMARY JOB RESPONSIBILITIES AND ACCOUNTABILITIES: *(Please list no more than 10 primary job responsibilities). The primary job responsibilities and accountabilities listed below represent work performed by this position and are not all-inclusive. The omission of a specific accountability will not preclude it from the position if the work is similar, related, or a logical extension of the position.*

Patient Access Operations

Oversee all aspects of patient access functions including referral management, scheduling, and registration processes across the entire organization. This includes the Seattle Children's Contact Center that supports scheduling and call center operations for 40+ specialties, referral management, clinical intake, Consulting Nurses, clinic-based radiology, specialty and procedure scheduling; main campus Registration Centers that serve 60% of system volume and set organizational standards through strong matrix relationships across sites, and Voice Operations that manages calls and emergency communication 24/7.

- Assure excellent customer service, process to enable access to services, reduction of lead times, reduction of errors and continuous quality improvement.
- Ensure that Epic application build and workflow supports efficient clinic flow, data quality and integration with Seattle Children's Ambulatory Operations, Revenue Cycle, and Seattle Children's Care Network functions.
- Provide expertise and leadership to other sites, scheduling/registration staff, and Epic users through system improvements, communication, education and distribution of resources.
- Establish on-going methods for evaluation and improvement of service standards and performance metrics.
- Oversee Patient Access budgets to ensure optimal quality and service along with efficiency and fiscal responsibility.
- Optimize referral management processes and services to add value and enhance service, working in collaboration with physician and administrative partners to prioritize demand and define family and referring provider communication standards.

In collaboration with Strategic Planning, Physician, Administrative, Ambulatory and Revenue Cycle leaders, develop and execute strategic plans to achieve best-practice access and customer service standards.

- Provide insight, communicate and collaborate with physician and senior administrative leaders on the competitive imperative of ambulatory access and approaches to creatively meet demand at Seattle Children's.
- Continually obtain input and feedback on expectations and satisfaction from customers and stakeholders. If appropriate, establish formal forums in consultation with senior leadership to understand external customer (patient/family, referring provider) expectations and glean insight for strategic direction.
- Collaborate with IT in the design, adoption, and optimization of access-related tools and technology, such as Epic Cadence and MyChart optimization, self-service tools for patients/families, Telehealth services, referring provider portals, call center systems, and text-based communication tools for communication with families and providers.
- Develop and lead the implementation of access strategies and projects to continually evolve patient access functions to ensure the use of best practices across the ambulatory system.

Capacity Management

- Develop, recommend, and implement the philosophy, guiding principles, tactics and policies and procedures that achieve maximum capacity to support optimal access to care for Seattle Children's patients and referral sources.
- Partner with physician and administrative leaders to identify and implement specific strategies for short- and long-term patient access constraints.
- Oversee scheduling template management and standards to ensure maximum utilization of provider schedules.
- Identify and champion innovative approaches to optimizing patient access through the use of telehealth services, portal use/online scheduling, self-service tools, etc.
- Develop, integrate, and oversee ongoing audits of template and scheduling practices to ensure consistency with scheduling, access and referral policies.
- Define tactics to shape demand, and/or address the imbalance of demand and provider capacity.

Management and Staff Development

- Develop highly competent, high-performing and highly engaged leaders and team that embrace the Seattle Children's mission, vision and values, and a culture of continuous improvement and innovation.
 - Provide coaching, mentoring, and development activities to leaders that serve as an exemplary role models for Children's Values-Based Behaviors and Leadership Qualities.
 - Implement consistent standard work that supports effective and efficient, service-oriented operations while enabling innovative changes.
 - Continually assess strategic and operational objectives to assure optimum allocation of staffing and leadership resources.
- Participate in the development of strategic operational goals and objectives for Seattle Children's and the Patient Access teams.

Financial Management

- Direct the preparation and management of budgets and resources to meet organizational priorities.
- Seek and lead opportunities to reduce cost per unit of service by increasing efficiency, reducing cost, reducing errors, optimizing existing resources, and enhancing revenue.
- Develop and manages annual budgets for all areas of direct responsibility.
- Conduct return on investment (ROI) on operational and/or capital investments to ensure expected value is realized.
- Ensure most effective, efficient use of operating, capital and human resources to best meet current and anticipated demand for services.