

## **Job Title: Executive Director UCSF Patient Contact Center**

University of California, San Francisco, a top #10 health system, is seeking an executive leader to be part of the senior ambulatory leadership team. UCSF is in the process of innovating and transforming patient access and is recruiting this role to be at the foundation of the change.

### **Job Function Summary:**

The Executive Director reports to the President/SVP and VP/COO for the Faculty Practice and Ambulatory Services. The position is primarily responsible for the administrative leadership for the enterprise wide patient contact center within UCSF's objectives, federal, local, and internal standards, policies, and regulations. The scope includes operations, fiscal management, program planning, and / or external marketing activities. Management levels include oversight of patient registration, appointment scheduling, referral processing, insurance authorization for care services and patient demand and service capacity management. Additionally, the executive director is responsible for the operations of the clinical call management center.

### **Generic Scope**

The Executive Director will oversee one or more large, complex departments or business units with multiple functional disciplines / occupations, and manage a program, that has critical impact upon the organization as a whole. The Executive Director will have significant responsibility for formulating and administering policies and programs, managing significant human, financial, and physical resources, and functions with a very high degree of autonomy. They will oversee through subordinate managers the accountability and stewardship of department resources and the development of systems and procedures to protect organizational assets.

### **Custom Scope**

*The Executive Director oversees the management and strategic direction of the UCSF Health System Patient Contact Center. The center is responsible for processing more than 4 million calls from patients (annually) requesting appointments, medical advice and insurance authorization for more than 2.5M patient visits.*

*In addition, this role is being recruited in order to help lead UCSF's efforts to transform into a full service, centralized contact center. The candidate chosen will have the opportunity to help design and implement one of the most advanced systems in service of patient access in the country.*

*This position is the senior leader for a workforce in excess of 300 FTEs that perform patient service sided both at a center location and remotely (remote workforce).*

### **Key Responsibilities**

Collaborate with internal and external stakeholders to define and execute the patient access strategies for the faculty practice offices, including

- Partner with Information Technology and Digital teams to leverage technology to enhance the patient experience including virtual services
- Facilitate patient experience enhancements and ensure the patient is the center of all decisions and forward strategies.
- Help remove barriers to the successful implementation of strategic initiatives

- Together with the Executive Medical Director, partner with division/department stakeholders to garner physician alignment around scheduling, registration, referral processes, and patient navigation
- Monitors the whole of the patient and referring clinician experiences to deeply understand internal and external trends to inform and adapt strategy
- Scan industry and integrate advanced standards and technology to enhance patient and clinician experience related to access
- Senior member on the Faculty Practice Offers Leadership Team that reports directly to the CMO/COO and helps drive FPO strategy, prioritization, and overall performance
- Serves as the primary liaison between the access team and external stakeholders and leads weekly meetings and daily reviews of activities to ensure program success
- Responsible for the planning, organizing, direction and overall daily operations of the Patient Contact Center which includes all of Referral Management, Clinical Calls, Schedule/Administrative Calls, Training and onboarding functions, Template Optimization and Decision Trees
- Supervises the operations of the departments which includes ensuring robust training and quality assurance, analytics and reporting information, budgetary goals, forecasting call volumes, interpreting reports and key metrics to support strategic plans, and forecasting staffing models based on call volumes

## **Knowledge Skills and Abilities**

### **Required**

- 10+ years of healthcare revenue cycle experience and customer service/call center experience along with demonstrated leadership experience managing a minimum of 150+ call center representatives
- Bachelor's degree in Business Administration, Healthcare Administration or 10+ years of equivalent experience required. MBA or MHA preferred.
- Experience with patient information/claims system processes, as well as fundamental call center knowledge, including the tools used to support
- The successful candidate must have a strong operational understanding of healthcare revenue cycle with a particular focus on front end operations and call center/customer service knowledge with proven verbal and written communication skills
- Must be able to demonstrate superior organizational, communication, management, leadership and problem-solving skills
- Proven successful experience leading, coaching, and mentoring management is required
- Must be well organized, service oriented, energetic, and committed

### **Preferred**

- At least 5 years of experience with front end operations in ambulatory and/or acute setting is preferred
- Ideal experience will include a blend of strategic and operational experience with strong customer side exposure specifically in the Revenue Cycle Outsourcing industry
- Knowledge of large Hospital Information Systems such as Paragon and Epic is preferred
- Understanding of Front End, Mid-Cycle and Patient Financial Services knowledge in Hospital/Health System and/or large ambulatory setting is preferred
- Experience in leading access and contract center transformational work