

UW HEALTH JOB DESCRIPTION

CODING & REVENUE INTEGRITY EDUCATION SPECIALIST

Job Code: 300049	FLSA Status: Non-Exempt	Mgt. Approval: R. Buol	Date: October 2023
Department : Coding and CDI		HR Approval: B. Haak	Date: October 2023

JOB SUMMARY

Under the general supervision of the Coding Directors of UW Health, the Coding, Clinical Documentation & Revenue Integrity Outreach Specialist will be a liaison to Physicians, APPs, Residents and other Allied Health Care Professionals at UW health to facilitate education, communication and collaboration while achieving departmental and institutional goals through documentation improvement. The position requires an advanced knowledge of prospective payment systems, expertise in project management and presenting to large groups and knowledge of Coding and CDI goals and workflows for an academic medical center. The position requires a high degree of collaboration with clinicians and allied health care providers. The incumbent must possess strong communication skills.

The Outreach Specialist is responsible for data collection, data analysis, report preparation, presentation of data and data sharing for process improvement initiatives with the goal of revenue integrity.

The Outreach Specialist reviews and provides constructive feedback and evidence-based recommendations regarding coding, clinical documentation & revenue integrity. This individual will be responsible for identifying trends by tracking outcomes, sharing results, and presenting strategies and educational support for the CDI and Coding Departments.

The incumbent actively participates, contributes and provides leadership to the organization, department and team with learning opportunities, and takes the initiative to identify knowledge gaps and actively works to build knowledge in others. The individual will demonstrate expertise with subject matter and have required knowledge of UW-Health, its sub-groupings of medical services, clinical quality improvement practices and internal electronic patient information sources.

MAJOR RESPONSIBILITIES

- Understand and educate to all levels of the organization on clinical documentation and coding that impact revenue.
- Help establish coding & documentation guidelines to assure accurate coding of cases that impact revenue and risk adjustment as appropriate.
- Conduct coding & documentation chart reviews on focused topics.
- Meet with departments and committees to share and present performance data and recommendations.
- Have organizational awareness to appropriately align work across the system.
- Effectively use coding and clinical documentation knowledge management, the electronic medical record functionality and technology to streamline and support staff in their coding, clinical documentation and revenue protection.
- Collaborate and develop/provide training/resource materials for technical & system applications utilized by Coding and CDI staff to gain efficiency,
- Analyze, collaborate, and recommend standard practice for training delivery for new & current Coding and CDI staff
- Collaborate with CQAs, Compliance, Educators, Risk Adjusters, and other key stakeholders as needed, to improve education opportunities, coding processes and efficiencies.
- Coordinate with hospital departmental and service line representatives/administrators to enhance communication between Coding and CDI and health care providers who document in the medical record.
- Create, organize, optimize and deliver Coding/CDI education to providers based on identified opportunities and needs.
- Build positive Coding/CDI rapport with providers who document in the medical record.
- Maintain the skills to utilize UW Health training resources (e-learning, Web Based, CBT, Workspaces, WebEx Microsoft Suites, Articulate 360, Adobe Captivate, Vizio, and LDS)
- Develop, maintain and deliver a UW Health onboarding program for newly hired Physicians, APPs, Residents and other Allied Health Care professionals.
- Maintain and promote Coding/CDI presence in provider workrooms and documentation areas. Lead Coding/CDI team to develop and produce handouts, fact sheets, pocket guides, and electronic health record alerts with coding terminology and frequently asked questions.
- Promotes Coding/CDI mission and goals to providers.
- Meet regularly with the Coding/CDI management to identify target topics for providers.

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- Identify trends and documentation education in conjunction with Coding/CDI management. Provide regular updates to Coding/CDI management on provider feedback and assist with process improvements based on feedback and findings.
- Participate and/or deliver performance improvement and action plan activities for providers and service lines.
- Develop, implement, evaluate, and improve Coding/CDI policies and procedures to promote and maintain a positive reputation with providers.
- Assist with special projects at the behest of coding directors as they relate to provider education/outreach.
- Regularly develop, maintain, and deliver presentations for both coders and providers across UW Health.
- Ensure communication with providers is succinct and professional.
- Review charts focused on quality measures using best practice methods.
- Utilize coding, education & clinical documentation background to facilitate optimization of current practices.
- Review records to identify unclear or inconsistent documentation & coding practices.
- Develop and execute standard coding queries using Query Practice Brief.
- Manages data extraction for coding department.
- Analyze denial processes to align workflows, compile denial trends and recommend training to optimize efficiencies.
- Analyze, identify trends/variations in AWQ, FUWQ and Claim Edit WQ processes to optimize efficiencies.
- Adhere to legal regulations and institutional policy re: data privacy.
- Participate in manual data collection via chart review, observations, interview, and other required methods to achieve health care quality measurement and improvement goals.
- Consults with others, as needed, to validate quality of care issues and to determine appropriate standards of practice.
- Assists with coding and documentation consulting projects across the institution.
- Facilitate and/or participate in quality improvement projects.
- Other duties as assigned.

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

JOB REQUIREMENTS

Education	Minimum	Associate degree in health information technology, health information management, or related healthcare field. Two (2) years of relevant experience may be considered in lieu of a degree in addition to the experience below.
	Preferred	Bachelor's degree in health information technology, health information management, or related healthcare field
Work Experience	Minimum	Two (2) years of progressively responsible coding or CDI experience
	Preferred	<ul style="list-style-type: none"> • Experience with Coding & CDI quality improvement projects • Experience in training, organizational development activities, or project management principles
Licenses & Certifications	Minimum	At least one (1) of the following certifications is required: Certified Professional Coder (CPC), Certified Coding Specialist (CCS), Certified Coding Specialist Physician-Based (CCS-P), Reg Health Information Admin (RHIA), Registered Health Info Tech (RHIT), Cert Clin Doc Spec (CCDS), Cert Doc Improvement Practitioner (CDIP)
	Preferred	
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> • Exceptional critical thinking skills • Training in Microsoft Office applications—Excel, Access, Outlook, Visio, Power Point and Word. • Proven/demonstrated skills in use of encoder grouping and abstracting software • Strong and effective verbal and written communication skills • Excellent analytical skills • Excellent interpersonal skills • Ability to work independently • Ability to exercise good judgment

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.*

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 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	Up to 10#	Negligible	Negligible

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	sedentary if walking and standing are required only occasionally and other sedentary criteria are met.			
	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#
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.