

UW HEALTH JOB DESCRIPTION

PRODUCT MANAGER

Job Code: 340005	FLSA Status: Exempt	Mgt. Approval: C. Goswami	Date: January 2022
Department: Information Systems		HR Approval: N. Lazaro	Date: January 2022

JOB SUMMARY

The Product Manager is accountable for the ongoing planning, development, implementation, and potential retirement of an IS product that is focused in both purpose and scope to assure that UW Health receives the expected value from the assigned product. The Product Manager utilizes their deep understanding of the product to collaborate with our strategic partners, develop an understanding of customer needs, identify ideal partner experiences, and incorporate feedback from technical or engineering teams and the vendor to offer innovative solutions that are valuable to our partners. This requires a both a product roadmap and focused product backlog that is aligned and prioritized with the UW Health organizational competencies, goals, and initiatives. The Product Manager must navigate the interrelationship between these areas and be decisive in their prioritization to ensure the product team is always focused on delivering high value to the organization.

The Product Manager leads the vision, strategy, and advancement of their product. They assess new functionality to assure that UW Health receives the expected value from the assigned applications. The position is process-driven with excellent business acumen and an expert in identifying partners' challenges. Investigative and critical thinking skills are employed to concurrently understand the core needs from their partners' perspectives while conceptualizing solutions from the developers' perspective.

The Product Manager works with their product team to quickly develop preliminary solutions, initial prototypes, and high-level processes. The Product Manager engages their product team to consider product health to ensure their product remains stable and supportable.

The Product Manager advances maturity of the people, processes, and technology for their product by working closely with internal and external stakeholders, vendors, consultants, and team members. This role requires strong organizational and project management skills to coordinate the ongoing projects. The Product Manager maintains collaborative, trusted relationships with staff across UW Health, including Northern Illinois, Quartz, UW-Madison School of Medicine and Public Health (SMPH), and our partners.

MAJOR RESPONSIBILITIES

Product Management

- Maintains product roadmap and product backlog using inputs from vendors, current business needs, operational planning, and strategic planning.
- Leads, plans, coordinates, and executes the application program and associated projects with a clear focus on communication, risk and budget management in a dynamic environment.
- Define a vision and strategy for the product, in support of UW Health's organizational competencies, goals, and initiatives.
- Provide operational leadership and understanding of the development path for the product.
- Ensure the product roadmap and product backlog are visible, clearly ordered, and actively maintained to ensure work is focused on achieving the established product vision and strategy.
- Perform continual assessment of available technologies and software to facilitate continuous improvements to meet operational goals.
- Monitor satisfaction with their product, identify opportunities, and implement changes to drive solution delivery.
- Ensure the product is well maintained, minimizing technical debt, to enable long-term stability of its services.

Cross Functional Team Leadership

- Lead cross-functional teams among stakeholders and ensure these cross functional teams support the goals for deriving value from the product.
- Works closely with business leads, subject matter experts, and other clinical and business users to understand opportunities to maximize the value of the product requirements, working to remove conflicts between dependencies.

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- Serve as the leader of the product team, providing direction and accountability for advancing the value of the product.

Organizational Change Management & Communication

- Leads or ensures appropriate change management efforts while adapting to the needs of the business, and project(s) by engaging with appropriate teams on proper approach, style, usage of tools, and standards to best align communication and change management within overall UW Health communication tools and protocols.
- Owns standards for the release cycle updates for the product.
- Develops and maintains overall strategy for timeline, planning, testing, dependencies, considerations, and communication plan across operational teams for each update cycle.
- Utilizes understanding of change management processes, principles, and methodologies.

Sustainment and Optimization

- Engages with product teams, business stakeholders, and vendors to align best practices within individual business needs.
- Maintains updated optimization plan across the application to achieve maximum value from the product.
- Utilizes existing governance channels and processes to inform and escalate key issues within overall sustainment and optimization decisions across teams and systems.

Administrative Leadership

- Prepare and present high-quality presentations to key stakeholders.
- Develops and manage communication plans to ensure all stakeholders are fully informed.
- Translates information and data into meaningful recommendations.

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

JOB REQUIREMENTS

Education	Minimum	Associate Degree in Healthcare, Information Technology, Business, or related field (2 years of relevant experience may be considered in lieu of degree in addition to experience below)
	Preferred	Bachelors or Masters degree in Healthcare, Information Technology, Business, or related field strongly preferred.
Work Experience	Minimum	<ul style="list-style-type: none"> • Demonstrated success leading or coordinating development and delivery of products or projects for cross-functional teams. • Demonstrated success establishing trust and confidence and collaborating with staff, coworkers, stakeholders, and leadership within a complex organization. • Demonstrated success developing and/or supporting custom solutions and/or configuring and supporting vendor provided solutions.
	Preferred	Three (3) years of experience in product leadership or leading projects in an agile environment Three (3) years of experience in a health care system or health payor organization
Licenses & Certifications	Minimum	None
	Preferred	<ul style="list-style-type: none"> • Professional Scrum Master, Scrum Developer, Scrum Product Owner, and related certifications • ITIL, Six Sigma, Lean • CAPM, PMP, PMI-ACP • Application certification(s) per vendor standards • Relevant business and/or clinical certifications (e.g. Oracle, Epic, ServiceNow)
Required Skills, Knowledge, and Abilities		Demonstrates advanced competency in the following: <ul style="list-style-type: none"> • Communication • Effective Team Member

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	<ul style="list-style-type: none"> • Critical Thinking • Technical leadership of applicable products or platforms <p>Demonstrates intermediate competency in the following:</p> <ul style="list-style-type: none"> • Mentoring and teaching • Leading without direct authority • Leading highly empowered, self-directed teams including cross-functional teams • Applying lean management tools • Applying agile methodologies • Leading with integrity • Maintaining strategic orientation • Business & financial acumen • Championing innovation • Managing execution • Leading & developing people • Continuous Improvement <p>Demonstrates advanced proficiency in at least two and intermediate proficiency in the remaining:</p> <ul style="list-style-type: none"> • Strategic Thinking (Product) • Project Management • Product Lifecycle Management • Cross Functional Team Leadership • Organizational Change Management & Communication • Sustainment and Optimization <p>Other knowledge, skills & abilities</p> <ul style="list-style-type: none"> • Skilled in applying management tools through the UW Health Way. • Ability to manage multiple concurrent activities • Demonstrated ability to work well within a complex organization and collaborate with other staff. • Must be self-directed, have demonstrated ability to prioritize and to manage multiple complex activities • Forward-thinking with a positive and professional image • Ability to work with individuals across roles and disciplines • Ability to work independently and as part of a team • Ability to ensure a high level of customer satisfaction including employees, patients, visitors, faculty, referring physicians and external stakeholders • Ability to build and maintain relationships • Ability to analyze and synthesize information from a variety of sources • Ability to effectively communicate complex technical topics to a non-technical audience • Ability to manage multiple dynamic priorities and adjust when needed • Strong understanding of the product, software suite and vendor, including regulatory requirements and applicable exchange standards.
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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	Frequent	Constant
	Up to 33% of the time	34%-66% of the time	67%-100% of the time

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X	Sedentary: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as docket, 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.	Up to 10#	Negligible	Negligible
	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#
Other - list any other physical requirements or bona fide occupational qualifications not indicated above:				

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.