

## UW HEALTH POSITION DESCRIPTION

<b>Medical Director, Urgent Care and Healthline</b>	
<b>UW Health Leader Position Reports to (Title):</b>	Senior Medical Director, Primary Care
<b>Indirect/Matrixed Report(s) (Title):</b>	
<b>Administrative FTE (based on 50 hr work week):</b>	0.40 FTE 20 hrs/wk
<b>POSITION SUMMARY</b>	
<p>The Medical Director, in partnership with the Urgent Care APP Supervisor and the managers of Urgent Care and Healthline is responsible for all day-to-day clinical operations of the UW Health Urgent Care Clinics and physician oversight of UW Health Healthline.</p>	
<b>ROLES AND RESPONSIBILITIES</b>	
<p>The expectation of UW Health Medical Directors is to provide leadership to their program/area(s) that results in the consistent and successful delivery of “Remarkable Healthcare” that is high quality, cost efficient, and delivered in a way that is highly satisfying for patients, providers, and staff. Medical Directors are expected to develop and demonstrate all UW Health Leadership Competencies and lead within their program/area(s) using the UW Health Way.</p> <p>Effectively lead and administer the following responsibilities and activities.</p> <p><b>Essential Duties (Medical Director of Urgent Care Clinics):</b></p> <ol style="list-style-type: none"> <li>1) Works with the clinic managers and APP Supervisor to ensure that the clinics are efficiently managed to optimize performance with regards to patient flow and wait times, patient experience, expense management, allocation of clinical and non-clinical staff, and the overall model of care being deployed</li> <li>2) Leads development and oversight of priority quality measures and quality improvement activities for clinical care provided in the urgent care setting. Works collaboratively with organizational stakeholders across primary care and specialty care to improve patient care and outcomes.</li> <li>3) Partners with the Urgent Care leadership team to ensure that provider staffing schedules are optimized to support patient care delivery as well as provider utilization and productivity.</li> <li>4) Works with the academic departments and health system leadership to identify and recruit the needed physician and APP workforce. Ensures effective onboarding and training for new providers.</li> <li>5) Oversees the timely completion of all necessary provider evaluations as well as administrative and regulatory requirements for non-moonlighting urgent care providers</li> <li>6) Works with the clinic managers to ensure that the clinics are compliant with the UW Health Ambulatory Service Standards</li> <li>7) Provides oversight of all clinical providers and faculty in the urgent care clinics and works with departmental leadership and health system leaders with regards to discipline and guidance in modifying problematic behaviors or inadequate quality of clinical work. This is done in conjunction with the APP Manager, APP Supervisor, and with the department or section heads for faculty.</li> <li>8) Partner with the APP Manager and Supervisor to provide oversight of the urgent care APP's clinical patient care as well as difficult case management</li> <li>9) Monitors ongoing quality performance at the clinic and individual provider level. Performs case reviews and provides appropriate clinical feedback to and follow up with providers as necessary and in compliance with UW Health and academic department peer review policies.</li> <li>10) Provides clinical care within the urgent care setting that serves as an exemplary model to others in terms of quality, productivity, patient-centeredness, and professionalism</li> <li>11) Serves as a champion and facilitator of change initiatives and performance improvement in alignment with organizational strategic needs.</li> <li>12) Represents Urgent Care at applicable governance and other committees as directed by the Senior Medical Director of Primary Care</li> <li>13) Promotes the educational mission of the institution by working with the academic departments to ensure that excellent learning opportunities are available to students and residents in the Urgent Care setting</li> <li>14) Works in conjunction with the clinic managers, operational director, and Senior Medical Director of Primary Care for the development of clinical budgets on an annual basis</li> <li>15) Regularly evaluates the local and regional/national marketplace and ensures that our compensation and benefits help us draw and retain excellent clinicians.</li> </ol>	

### **Essential Duties (Medical Director of Healthline)**

- 1) Works with the Healthline operations manager to review and optimize policies, operational workflows, and resolve program challenges
- 2) Attends regularly scheduled Healthline staff meetings and retreats
- 3) Reviews Healthline protocol updates on an annual basis and as needed based upon other factors
- 4) Serves as a liaison and resource to Healthline nurses as needed

Each Medical Director has particular areas of emphasis for their role but ensuring the provision of “Remarkable Healthcare” is a shared responsibility. In support of delivering “Remarkable Healthcare”, Medical Directors promote excellence in both culture and performance management. Medical Directors are expected to perform standard work that supports this achievement.

Each Medical Director will work with their administrative partners and/or leader to establish and maintain a culture that values and embraces the team-based care model. This partnership will create a work environment that is patient-centered, values each team member as uniquely important, is collegial, collaborative, and promotes job satisfaction and retention.

Each partnership will maintain in-depth knowledge of their area’s performance on key measures as defined by organizational leadership. The partners will identify opportunities for improvement, maintain an active action plan, and use the UW Health Way to drive changes that improve performance in needed areas.

#### Daily:

- Lead with humility and a focus on service to others (staff, providers, patients, and organization)
- Lead by example in knowing, communicating, supporting, and reinforcing the goals we are trying to achieve in aligning with our UW Health Strategic Plan
- Maintain a positive and optimistic attitude while maintaining open communication channels with all providers and staff.
- Ensure that UW Health standard processes and clinical guidelines are communicated, followed, and Service Standards are being met, as applicable.
- Address and resolve problems and conflicts that arise in a timely fashion.
- Ensure providers and staff are fulfilling their job expectations and meeting Service Standards while coaching those who are not meeting expectations, as applicable.

#### Monthly:

- Proactively ask providers and staff about the program or area culture and any concerns they have.
- Review the applicable clinical quality, safety, cost, and patient experience indicators for the area and closely manage their performance.
- Review action plans for improvement with your administrative partner and summarize the results, findings, and address any barriers to progress at your monthly meeting.
- Celebrate success, understand barriers and root causes of failure, champion ongoing improvement efforts; share necessary updates with leadership team members.

#### Biannually:

- Formally review culture at a regular meeting
- Update the action plan for your area, communicate the plan and rationale for its choices to leadership.

#### Annually:

- Identify opportunities for staff and providers to optimally use their skills to assist the program or area and achieve their personal career goals.
- In compliance with annual CMS Reporting, complete a time study as directed by UW Health physician leadership.

#### Episodic:

- Support all new initiatives, be a partner in implementation within your program or area, and continually improve your local processes while providing feedback to leadership where opportunities exist to make improvements.
- Be available to coach/mentor subordinates to find timely solutions to their problems, as applicable.
- Consistently and actively participate in departmental and other appropriate leadership meetings and retreats as set by UW Health leadership.
- Other activities and leadership as needed.

REQUIREMENTS		
Education	Minimum	Doctor of Medicine or Doctor of Osteopathy
	Preferred	
Work Experience	Minimum	<ul style="list-style-type: none"> <li>• 3 years of progressively responsible experience as a practicing physician.</li> <li>• Leadership experience related to programmatic, departmental, physician, or medical staff administration</li> </ul>
	Preferred	
Licenses & Certifications	Minimum	Board certified with active medical license.
	Preferred	
Medical Specialty Required for this role (if applicable):		Family Medicine, Internal Medicine, Pediatrics, or Emergency Medicine
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> <li>• Effective leadership abilities <ul style="list-style-type: none"> <li>○ Record of initiating change and innovation.</li> <li>○ Strategic thinking, planning and problem-solving.</li> <li>○ Superior communication skills, both in written and verbal presentation</li> </ul> </li> <li>• Effective human relations abilities to effect collaborative alliances and promote teamwork and ensure a high level of internal and external patient satisfaction and engagement.</li> <li>• Ability to succeed in a complex environment where decision-making may be diffuse and ambiguous.</li> <li>• A high degree of professionalism and competency dealing with a variety of individuals.</li> <li>• Conflict management and resolution skills.</li> <li>• Driven to improve patient experience, patient outcomes, quality, and safety while decreasing costs advancing the missions of education and research.</li> </ul>