UW Health Physician Informaticist	
Department:	System Administration
Reports to:	Medical Director for Ambulatory/ Inpatient Informatics and/or CMIO
Indirect/Matrixed Report(s):	Department Chair
Administrative Hours (based on 50 hr work week):	Varies by role

POSITION SUMMARY

1. To support and provide clinical leadership in the use, implementation and critical evaluation of health information technology at UW Health.
2. To model and promote the use of the Health Link electronic health record (EHR) and other health information technology used to support clinical care.
3. To represent the provider community in decisions involving functionality and the usability of health information technology in order to ensure that the systems support the tripartite mission of clinical care, research, and education.

ROLES AND RESPONSIBILITIES

The expectation of UW Health physician leaders is to provide leadership to their 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. Leaders are expected to develop and demonstrate all UW Health Leadership Competencies and lead within their area(s) using the UW Health Way. Each leader 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", leaders promote excellence in both culture and performance management. Physician Informaticist are expected to perform standard work that supports this achievement.

Each physician informaticist will work with administrative partners 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.

He/she will maintain in-depth knowledge of their area's performance on key measures as defined by organizational leadership and 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
- Address and resolve problems and conflicts that arise in a timely fashion

Monthly:
- Proactively ask providers and staff about any concerns they have
- Celebrate success, understand barriers and root causes of failure, champion ongoing improvement efforts; share necessary updates with leadership team members

Annually:
- 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
- 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

ANNUAL GOALS AND EXPECTATIONS

Essential Duties
1. Professional duties to be shared between informatics and clinical practice. It is expected that a clinical practice be maintained.

2. Participate in, and sometimes share leadership of, work groups that advise on the design and implementation of health information technology.
   a. Attend Clinical Decision Support Workgroup
   b. Attend MD Informatics Team meeting
   c. Attend other workgroups as assigned by Medical Directors of Ambulatory Informatics and/or CMIO
3. Participate in workgroups for assigned projects. Participation includes:
   a. Availability to answer questions in a timely manner
   b. Service as a representative for all physicians within the organization, not just within specialty
   c. Communication with informatics team, executive sponsors and physician stakeholders throughout the project
   d. Work to resolve issues, risks, and decisions related to physician practice
   e. Sharing updates and progress reports with informatics peers
   f. Assistance with establishing goals and scope of a project
   g. Provide subject matter expertise
   h. Work to obtain necessary resources for implementation
4. Intervene as needed with physicians challenged using Health Link functionality. This will be in conjunction with the CMIO and Chief Medical Officer (CMO).
5. Maintain up to date knowledge of new offerings available in Epic and other health IT platforms.
   a. Regular review of assigned topics on Epic User Web
   b. Participation in the Epic Smart Serve
6. Participate in Epic's Physician Advisory Committee (PAC) and User Group (UGM / XGM) meetings.
7. Provide clinical guidance to the Health Link analyst, education, optimization/support, pharmacy, and ancillary teams.
8. Maintain competency as a fully functional user of Health Link within his/her own clinical practice and provide "by example" peer leadership to UWH providers.
9. Provide biweekly status report to Medical Director of Ambulatory or Inpatient Informatics on assigned projects and monthly updates at MD Informatics meetings.
10. Assist in development of education and training for students, residents and faculty in use of health information technology for clinical care.
11. Identify opportunities for using health IT to support clinical/operational priorities/initiatives.
12. Identify opportunities for and participate in scholarship in clinical informatics by working with interested research partners to further the field of clinical informatics at UW Health.

REQUIREMENTS		
Education	**Minimum**	Board Certification in Primary Specialty
	Preferred	Training/education in clinical informatics
Work Experience	**Minimum**	Clinical Practice
	Preferred	Ideal candidate would have minimum of 3 years clinical practice at faculty level. Experience in implementation/optimization of health IT systems or experience in leading departmental/system level change.
Licenses & Certifications	**Minimum**	MD/DO
	Preferred	Board Certification in Clinical Informatics
Specialty Required for this role (if applicable):		Specialty relevant to the clinical area served
Required Skills, Knowledge, and Abilities		1. Exhibits strong interpersonal, leadership, decision making and team building skills to insure effective and efficient health IT operations. 2. Exhibits excellent organizational and communication skills. 3. Supports collaboration. 4. Promotes and models the strict confidentiality of the EHR. 5. Communicates and collaborates effectively with health care providers, organizational leadership, vendors, and other staff. 6. Demonstrates ability to represent the clinical enterprise outside of one's own specialty/department