

UW HEALTH JOB DESCRIPTION

CLINICAL CONTENT SPECIALIST

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| Job Code: 300069 | FLSA Status: Exempt | Mgt. Approval: M. Naef | Date: April 2021 |
| Department : Center for Clinical Knowledge Mgmt | | HR Approval: S. Whitlock | Date: April 2021 |

JOB SUMMARY

The Clinical Content Specialist oversees the management of complex projects which drive the development and maintenance of evidence-based clinical tools and information technology products (e.g., order sets, protocols, questionnaires, clinical practice guidelines, clinical policies, and others). These projects have organizational wide impact requiring collaboration and coordination across the UW Health enterprise. This position will work closely with project leads and will effectively interact with front-line staff, management, physicians, and leaders across disciplines and organizations to accomplish the project goals.

The Clinical Content Specialist is expected to lead all phases of enterprise-wide projects (initiate, plan, execute, control, close), during which, content is created or revised through a process of reviewing published guidelines and primary literature sources; soliciting clinical stakeholder input; and using organizational processes, standards, and the Health Link system. As the Clinical Content Specialist, the incumbent is expected to skillfully guide and support a group of health care professionals and physicians to understand the common objectives of clinical tool development, assist with identifying and framing published evidence that bears on the clinical tool development, actively manage the process of information exchange, and plan to achieve successful development of those clinical tools. All facilitative and evaluative tasks must be undertaken objectively and dispassionately, while ensuring that evidence is the primary guiding influence and that current policies, procedures, and standards are respected.

The Clinical Content Specialist assumes direct responsibility for all deliverables and weekly monitoring (both qualitative and quantitative) of all related initiatives. The complexity and number of tasks, clinical tool documents, and projects assigned to the Clinical Content Specialist, is expected to be high, and the incumbent is expected to function independently in their work. The incumbent must maintain communication and provide key updates/information to initiative leaders and Center for Clinical Knowledge Management (CCKM) leadership through both formal and informal communication channels.

Under the direction of the Supervisor, Clinical Knowledge Systems and the Director, Center for Clinical Knowledge Management, the Clinical Content Specialist will manage project work that primarily includes any or all of the following: evidence review and/or summary of the literature relevant to the clinical tool content; Health Link application use for creation and delivery; data analysis; engagement of all physicians, key health care professionals, and IS staff in the development and utilization process; meeting coordination and facilitation; review of clinical tool content against organizational standards and related work; final clinical tool preparation; verbal and written communications regarding development and delivery; utilization assessment; and ongoing review and version control. The Clinical Content Specialist is expected to function with minimal guidance from their supervisor. The Clinical Content Specialist will work in close collaboration with CCKM staff and Health Link Analyst teams to support translation of literature, guideline and policy content into other evidence-based clinical tool and information technology products as appropriate. Ensuring consistency between related tools is the responsibility of both the Clinical Content Specialist and relevant CCKM staff.

MAJOR RESPONSIBILITIES

PROJECT MANAGEMENT

1. Responsible for project management (planning, administration, and execution) related to clinical tool development and maintenance within a specified time frame as assigned by the Supervisor, the Director and/or determined by way of organizational prioritization planning.
2. Responsible for the translation of evidence-based guidelines and reviews into assigned clinical tools.
3. Collects and curates relevant sources of evidence-based content, primarily from clinical practice guidelines and review articles. Presents findings to content experts/work groups.
4. Recognizes clinical questions or discordant work group opinions on the best evidence-based practice. Identifies which data elements are needed to answer the question and/or support resolution of the conflict. Incorporates local data analytics (e.g., demographics) when appropriate to resolve conflict and drive consensus during projects, particularly when published evidence is lacking or local consensus is not easily obtained.
5. Manages project timeline, risks and scope, and communicates status to management and stakeholders on a consistent basis.
6. Organizes and leads project teams and works collaboratively with the clinical champion to meet project goals.

UW HEALTH JOB DESCRIPTION

7. Identifies the next steps in managed projects in order to move them forward. Is able to recognize the need for correction when off track. Escalates at-risk tasks or issues appropriately, while offering relevant solutions to address identified barriers.
8. Manages project scope effectively with project team to ensure appropriate processes are in place. Shepherds project elements through appropriate organizational approval bodies and processes.
9. Manages and controls changes in project scope, identifies potential project obstacles, and formulates a contingency plan.
10. Acts as a liaison between project team and applicable departments to guarantee project deliverables are completed on time with high quality.
11. Conducts regular project review and determines the frequency and content of status reports from the project team, analyzes results, and troubleshoots problem areas.
12. Provides consultative services to groups regarding application of Health Link functionality to support clinicians in providing patient care.

COMMUNICATION

1. Demonstrates a positive attitude and ability to clearly communicate with department peers, leadership, and members of project teams in a professional and mature manner.
2. Maintains constant communication and updates on projects and any issues related to any of the work with all stakeholders and CCKM leadership.
3. Produces well-written documents, including but not limited to: charters, agendas, minutes, and other institutional documents.
4. Establishes and maintains effective communication with all stakeholders throughout the project life cycle.
5. Regularly requests feedback from staff, physicians, and peers and integrates the information into future efforts.
6. Presents at the Clinical Knowledge Management Council as needed.

FACILITATION

1. Maintains collaborative relationships across UW Health and with community partners. Interacts with initiative teams/leaders, other departments, and health care professionals.
2. Possesses advanced facilitation skills, as demonstrated by successful completion of complex tasks involving challenging workgroups or controversial topics. Demonstrates ability to prevent, diffuse, and/or resolve conflict in a positive and professional manner.
3. Clearly communicates action items and delegates tasks to work group members. Regularly summarizes discussions during meetings and/or using email follow-up.
4. Identifies need for resources outside of CCKM. Requests resources and delegates relevant work or tasks as appropriate when resources assigned.
5. Responsible for recruiting relevant stakeholders, developing project goals and timelines, and overseeing the completion of deliverables for all regularly scheduled meetings (work groups, leadership teams, etc.). Uses tele/videoconferencing as needed to maximize work group involvement.
6. Facilitates complete decision-making processes with multiple stakeholders to reach consensus. Drives decisions based on evidence or expert opinion of the clinical stakeholders.
7. Motivates project team members to take positive action and accountability for their assigned work. Keeps work group members on task and focused on project goals.
8. Supports improving clinical and business processes and measuring the outcomes within the context of UW Health strategic goals. Brainstorms new ideas to support achievement of organizational goals.

PROJECT MANAGEMENT EDUCATION

1. Provides support for project management processes, including orientation regarding the clinical tool development process and associated Health Link system.

HEALTH LINK AND OPERATIONS

1. Develops and maintains proficient knowledge of Health Link as related to the development of assigned clinical tools.
2. Utilizes Health Link knowledge on all related projects as appropriate within the context of the interdisciplinary work groups and related integration of the clinical tool into the Health Link delivery system, or in support of evidence-based practice.
3. Expresses technical concepts related to assigned clinical tools in terms that are understandable to non-technical users. Communicates pros and cons of proposed solutions to stakeholders.
4. Demonstrates familiarity with workflows/processes across various clinical settings (e.g., inpatient to outpatient settings). Participates in workflow or operational discussions to support appropriate utilization and development of clinical tools.

PROFESSIONALISM

UW HEALTH JOB DESCRIPTION

1. Works independently and prioritizes individual tasks, makes decisions within the scope of their responsibilities while requiring minimal guidance or oversight from superiors.
2. Achieves superior results and delivers high quality work.
3. Maintains high productivity, meeting deadlines, and time frames for multiple tasks simultaneously.
4. Accepts responsibility for a high volume and complexity of clinical tools and other projects.

OTHER RESPONSIBILITIES

1. Maintains a catalog of all clinical tools developed on appropriate shared drives, intranet and public websites, and within the internal tracking system. Maintains an up-to-date web presence and logical indexing (e.g., use of search terms).
2. Maintains internal departmental documents which describe the guiding principles and workflows surrounding clinical tool development (e.g., resource guides, templates).
3. Acts upon new concepts, trends and initiatives within the healthcare industry that support the mission of UW Health as appropriate.
4. Accepts responsibility for tasks that support the entire Clinical Content Specialist team and CCKM staff (e.g., management of project databases and shared drives that are used by many staffers). Maintains accurate documentation of assigned clinical tool records, project tasks, and active work.
5. Represents CCKM in meetings and other venues. Possesses awareness of scenarios or tasks when additional approval is required prior to implementing change, and alerts stake holders when appropriate.
6. Staffs standing committees associated with clinical tool work, assigned projects, or organization initiatives/certifications (e.g., Joint Commission programs).
7. All other duties as assigned.

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

JOB REQUIREMENTS

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| Education | Minimum | <ul style="list-style-type: none"> • Bachelor's degree in Industrial Engineering, Business, Biology or relevant field. |
| | Preferred | <ul style="list-style-type: none"> • Master's degree in health care related field. |
| Work Experience | Minimum | <ul style="list-style-type: none"> • 1 year in project management, quality improvement, or process improvement type of experience. |
| | Preferred | <ul style="list-style-type: none"> • 2 years experience in health care/health care related field. • Experience with EPIC software. • Project management experience. |
| Licenses & Certifications | Minimum | |
| | Preferred | <ul style="list-style-type: none"> • Current licensure in clinically related field if applicable (e.g., nursing license if an RN). Project Management Certification. |
| Required Skills, Knowledge, and Abilities | | <ul style="list-style-type: none"> • Project management skills. • Strategic focus. • Ability to think systematically. • Facilitation skills with ability to drive consensus amongst interdisciplinary groups. • Excellent oral and written communication, questioning, observation, and interpersonal skills; communicates and works with diverse constituencies, develops rapport with members across the organization. • Familiarity with process and quality improvement processes. • Effective meeting management skills. • Familiarity with evidence-based practice concepts and tools. • Proficiency with Microsoft Office Suite programs is preferred. |

AGE SPECIFIC COMPETENCY (Clinical jobs only)

Identify age-specific competencies for direct and indirect patient care providers who regularly assess, manage and treat patients.

Instructions: Indicate the age groups of patients served either by direct or indirect patient care by checking the appropriate boxes below. Next,

| | | | |
|--------------------------|-----------------------------|--------------------------|------------------------------|
| <input type="checkbox"/> | Infants (Birth – 11 months) | <input type="checkbox"/> | Adolescent (13 – 19 years) |
| <input type="checkbox"/> | Toddlers (1 – 3 years) | <input type="checkbox"/> | Young Adult (20 – 40 years) |
| <input type="checkbox"/> | Preschool (4 – 5 years) | <input type="checkbox"/> | Middle Adult (41 – 65 years) |
| <input type="checkbox"/> | School Age (6 – 12 years) | <input type="checkbox"/> | Older Adult (Over 65 years) |

JOB FUNCTIONS

UW HEALTH JOB DESCRIPTION

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| Review the employee's job description and identify each essential function that is performed differently based on the age group of the patient. | | | | | |
| PHYSICAL REQUIREMENTS | | | | | |
| Indicate the appropriate physical requirements of this job in the course of a shift. <i>Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.</i> | | | | | |
| 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 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# | |
| 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.