

UW HEALTH JOB DESCRIPTION

MA/BC Outreach Program Community Liaison

Job Code: 02529

FLSA Status: Exempt

Mgt. Approval:

Date:

Department : Admin-Medical Mgmt/351829000

HR Approval:

Date:

JOB SUMMARY

Under the direction of the Director of Medical Management, the MA/BC Outreach Program Community Liaison, in contractual agreement with the Wisconsin Department of Health and Family Services, is responsible for coordinating and facilitating a heightened awareness of the need to provide health care services for our Unity Medicaid/BadgerCare members. In addition, this position helps to obtain other services/supplies for Unity's MA/BC population to assist them in meeting their overall basic needs. He/she collaborates with multiple entities on an ongoing basis to provide communication and coordination of MA/BC activities e.g. preventive health care, prenatal care and follow-up management of identified members with health problems and increased health risks to those in the community who have the capacity or desire to assist in meeting the health and personal needs of this population. This position develops relationships and communicates with providers, community agencies, and other resources to improve the services offered to the Badger Care members.

MAJOR RESPONSIBILITIES

1. Is proactive in identifying ways to improve access to health care services for MA/BC members.
2. Makes recommendations to management on changes needed to ensure and improve the access to care as well as quality of care for MA/BC members.
3. Works with the Badger Care Program Supervisor to identify and implement community relationships to facilitate meeting the needs of the Badger Care population.
4. Plans, schedules, and distributes the mailings that are sent to MA/BC members. Coordinates tasks with the Medical Management Assistant assigned.
5. Provides input on the activities performed by the MA/BC Outreach Specialist on an ongoing basis.
6. Develops educational programs to improve access and health care services for MA/BC members.
7. Oversees the development of annual MA/BC newsletter that is sent to members and assures culturally relevant information is included.
8. Collaborates with and receives referrals from local city and county public health departments and community service organizations regarding preventive and personal care of MA members
9. Develops working relationships with community organizations, schools, food pantries, and other resources that are willing to assist Badger Care members to meet their basic needs.
10. Organizes health care activities for identified members with high-risk health issues related to pregnancy, prenatal care, HEALTHCHECK, immunizations, Lead and chronic illness.
11. Provides regular reporting regarding liaison activities and efforts and their effect on the care provided to BadgerCare members.
12. Performs ongoing analysis of internal Unity system functions and coordinates MA/BC activities with the Unity Liaison.
13. Serves as liaison for Medical Management staff & attends Medical Management Staff Meetings to report on current MA/BC activities.
14. Works closely with Unity Health Insurance staff to facilitate, coordinate and produce quality educational materials for MA/BC members.
15. Reviews ER Utilization Reports for MA members on a quarterly basis and provides outreach to members who inappropriately utilize ER services.
16. Maintains accurate and timely expense reimbursement and budget records for reporting purposes for the MA/BC program.
17. Performs hospital and/or home visits for high-risk postpartum and other MA members in need of assistance with their care.
18. Assists MA members with making and keeping HEALTHCHECK appointments and post-partum appointments as appropriate.
19. Identifies Case Management opportunities and refers cases as appropriate to the Badger Care RN Case Manager for screening.
20. Performs home visits and conducts phone contacts with high-risk MA members as needed. For complex medical issues, refers member to the Badger Care RN case manager as needed.
21. Monitor formal and informal grievances re: MA/BC members and communicates with the Member Advocate regarding specific issues. Attend Grievance Committee meetings as an advocate for the Badger Care member.
22. Investigates and resolves access and cultural sensitivity issues identified by Unity/UWMF, providers, agencies and recipients.

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23. Acts as the primary contact for local community organizations to acquire knowledge and insight regarding the special health care needs of the MA/BC members.
24. Helps to develop and reviews all educational and information material that is distributed to MA/BC members.
25. Completes special projects assigned by management related to programs for Badger Care members.
26. Responsible for modeling, mentoring and adhering to continuous quality improvement principles
27. Coordinates access to care for behavioral health needs and communicates with Mental Health Center of Dane County and other Behavioral Health providers when issues related to member care occur.
28. Participates in the Advocacy Program for Managed Care and attends the regional and state forums.
29. Provides input to the MA/BC Project Plan and assures that projects related to community outreach activities are completed timely.
30. Assists members to obtain cost effective, high quality care. Identifies ways to provide cost effective care and makes recommendations to leadership regarding them.
31. Provides input into the yearly MA/BC Program Description/Evaluation. Assists the Supervisor of the Badger Care program in the creation and submission of this evaluation.
32. Other duties as assigned.

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

JOB REQUIREMENTS

Education	Minimum	Graduate of an accredited school of nursing or bachelor's degree in a health related field
	Preferred	
Work Experience	Minimum	3-4 years clinical or community experience in assisting underserved populations in a medical setting
	Preferred	Prior sales and or managed care experience preferred
Licenses & Certifications	Minimum	State of Wisconsin nursing licensure CPR Certified
	Preferred	
Required Skills, Knowledge, and Abilities		
<ul style="list-style-type: none"> Experience working with members of culturally diverse backgrounds Professional demeanor Ability to problem solve and utilize critical thinking Excellent verbal and written communication skills with internal and external customers Experience and expertise in public speaking Work processing skills (WordPerfect, Word, Excel, PowerPoint) Ability to prioritize tasks Valid driver's license and vehicle Ability to travel to various sites for meetings, outreach and other functions Ability to work with confidential information Must be flexible with work hours 		

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,

	Infants (Birth – 11 months)	X	Adolescent (13 – 19 years)
	Toddlers (1 – 3 years)	X	Young Adult (20 – 40 years)
	Preschool (4 – 5 years)	X	Middle Adult (41 – 65 years)
	School Age (6 – 12 years)	X	Older Adult (Over 65 years)

JOB FUNCTIONS

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. Note: reasonable accommodations may

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<i>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 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 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.