

## UW HEALTH POSITION DESCRIPTION

POSITION SPECIFICS	
Title: Provider Reporting Strategist	Department/Number:
Reports to: Program Director, Advertising	
Job Code: 320011	FLSA Status: Exempt
Manager Approval: J.Miller Date: 5/2016	HR Approval MJG Date: 5/2016
POSITION SUMMARY	
<p>Under the general supervision of the Program Director, Advertising, the Provider Reporting Strategist is responsible for creating, maintaining, and enhancing processes and systems to ensure accuracy in our provider database. This position facilitates discussions with internal and external parties to develop workflows, define system configuration, and identify reporting requirements. The Provider Reporting Strategist is responsible for training, setting priorities, and providing work direction to less experienced Provider Reporting staff.</p> <p>The provider database is referenced by healthcare payers to validate provider status and credentials, and drives many sources used by internal and external customers including referral/contracting sources and current/potential patients to bring business into UW Health.</p>	
MAJOR RESPONSIBILITIES	
<ol style="list-style-type: none"> <li>1. Maintain and enhance database of all UW Health providers using database software, and liaising with internal technical resources to define user requirements.</li> <li>2. Define processes for ensuring the master provider database accurately reflects current information on an ongoing basis; including provider additions, departures and location changes using information gathered from providers, UWMF provider enrollment staff, SMPH department administrators, clinic managers and MPA account managers.</li> <li>3. Act as a liaison with third-party payers (HMOs, PPOs, etc.) regarding provider information, sending out updates on provider and/or clinic changes in a timely manner.</li> <li>4. Research various questions from third-party payers, central business office staff, department administrators and patients regarding provider information.</li> <li>5. Oversee the activities of the Provider Reporting Specialist, providing direction, and training, as well as setting priorities for staff to ensure department objectives, and position responsibilities are met</li> <li>6. Investigate, research, and offer solutions to questions regarding claims within the system as they relate to the information within database.</li> <li>7. Manage the production of any printed directories, including maintaining and enhancing processes to update annual directories for referring physicians and clinic staff.</li> <li>8. Create, enhance and manage a process to gather information on all providers in the UW Health system from numerous contacts at various levels of all organizations affiliated with UW Health, using various media including phone, email, online systems and face-to-face meetings.</li> <li>9. Develop and maintain close working relationships with representatives from each UW Medical School department, UWMF provider enrollment, business office, contracting and human resources departments and UWMF, UWHC and DFM clinic administration.</li> <li>10. Manage the performance of ongoing updates to the searchable provider database portions of our intranet/Internet sites.</li> <li>11. Liaise with third-party payors and internal staff to identify reporting needs, and write queries from the provider database to provide required information.</li> <li>12. Update marketing and communications staff on provider changes in a timely manner to ensure applicable marketing strategies are deployed.</li> <li>13. Manage the proofing all provider directories for publication by various HMOs/PPOs and other contracted entities using the master database and contact these entities on a timely basis when changes to database occur.</li> <li>14. Improve ongoing maintenance of current provider information on our web site, by creating a system for faculty review of their bio information, ensuring we post comprehensive and accurate</li> </ol>	

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information.

15. Manage departing physician/other provider communication to patients and/or referring physician audience.
16. Manage the Yellow Pages directories planning and proofing process using the master database, seeking ways to achieve costs savings with this medium. Maintain the budget for the yellow pages line item.
17. Review jobs produced by the marketing and communications staff for accuracy as it relates to provider and/or clinic information.
18. Assist account managers and staff on projects on an as-needed basis.

**All duties and requirements must be performed consistent with the UW Health Service and Performance Standards.**

### POSITION REQUIREMENTS

Education	Minimum	Associate's degree in business or related field or equivalent
	Preferred	
Work Experience	Minimum	5years of experience working with computer systems, spreadsheets and database applications, data flow, report creation and interpretation required
	Preferred	Experience in the healthcare industry
Licenses & Certifications	Minimum	
	Preferred	
Required Skills, Knowledge, and Abilities		
<ul style="list-style-type: none"> <li>Understanding of third-party payor contracts required</li> <li>Experience in health care industry preferred</li> <li>Highly detail oriented and committed to accuracy</li> <li>Excellent written communication and organizational skills</li> <li>Ability to work independently with minimal supervision</li> <li>Excellent interpersonal skills</li> <li>Ability to learn computer and application skills as applicable to role, including Microsoft Suite, Trello, and Marketing Central</li> <li>Ability to interact with and work around people</li> <li>Ability to make judgments in demanding situations</li> <li>Ability to react to frequent changes in duties and volume of work</li> <li>Excellent communication skills</li> <li>Ability to listen empathetically</li> <li>Ability to logically organize details</li> <li>Comfortable accepting responsibility for medium to large scale projects involving multiple resources and spanning many months from start to finish</li> <li>Ability to manage multiple concurrent activities</li> <li>Understanding of third-party contracts</li> <li>Proficient in data entry, highly detail oriented and committed to accuracy</li> <li>Ability to work independently with minimal supervision</li> <li>Ability to manage/lead staff</li> </ul>		

### 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 Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
<b>x</b>	<b>Sedentary:</b> 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	<b>Up to 10#</b>	<b>Negligible</b>	<b>Negligible</b>

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	are required only occasionally and other sedentary criteria are met.			
	<b>Light:</b> 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.	<b>Up to 20#</b>	<b>Up to 10#</b> or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	<b>Negligible</b> or constant push/pull of items of negligible weight
	<b>Medium:</b> Ability to lift up to 50 pounds maximum with frequent lifting/and or carrying objects weighing up to 25 pounds.	<b>20-50#</b>	<b>10-25#</b>	<b>Negligible-10#</b>
	<b>Heavy:</b> Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	<b>50-100#</b>	<b>25-50#</b>	<b>10-20#</b>
	<b>Very Heavy:</b> Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	<b>Over 100#</b>	<b>Over 50#</b>	<b>Over 20#</b>
List any other physical requirements or bona fide occupational qualifications:		•		

**Work/Environmental:** Moderate noise level consistent with an office environment

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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.