

UW HEALTH JOB DESCRIPTION

Medical Transport Outreach Coordinator

Job Code: 600016	FLSA Status: Exempt	Mgt. Approval: T. Johnson	Date: June 2024
Department: Emergency Medicine – Ground Transport		HR Approval: K. Fleming	Date: June 2024

JOB SUMMARY

The Medical Transport Outreach Coordinator is responsible for customer relationship building that leads to positioning the UW Health Med Flight program as the provider of choice for regional transport referrals. This coordinator evaluates the healthcare market and regional transport needs, monitors and trends request and transport data, and develops and implements market strategies to capture additional volume.

The Medical Transport Outreach Coordinator must have exceptional communication and public relations skills, business acumen, and expertise in marketing and business development. This position will be required to travel frequently, providing presentations and communications to EMS services, hospitals, and medical professionals. The Medical Transport Outreach Coordinator provides leadership and support to all aspects of medical communications relating to efforts within Med Flight and UW Health. The Medical Transport Outreach Coordinator will support the Supervisor, Medical Communications, in directing, evaluating, and providing feedback to the Med Flight and Interfacility Transport Communications Center. This position has delegated broad responsibility for program implementation and works with considerable independence with ultimate accountability to the Manager, Critical Care Transport.

MAJOR RESPONSIBILITIES

- Covers program Administrator on call duties in rotation with other program leaders.
- Identifies and analyzes potential business opportunities for program expansion.
- Provides expert communications oversight and guidance to internal and external stakeholders.
- Participate and provide information to local, state, regional, and national groups and committees related to UW Health Med Flight.
- Prepares related business plan and market strategy for executive review and approval; and implements when necessary.
- Builds and sustains productive and profitable relationships with key decision makers, medical professionals, and community leaders through a variety of mediums including personal visits, presentations, written communications, corporate literature, and promotional events.
- Collaborates with leadership, marketing, and physician liaisons to strategize and prioritize business development efforts.
- Maintains and prepares monthly reports of request and transport volume trends. Evaluates those statistical trends and takes actions accordingly.
- Provide leadership to the Supervisor, Medical Communications, in the day-to-day activities of the staff. Assist in the hiring, training, developing, assessing, and retaining of staff.
- Assists the Manager, Critical Care Transport in preparation and management of the annual operating budgets. Including tracking of monthly metrics, volume trends and operating statements.
- Collaborates with program leadership to develop strategies that promote the brand, image, and awareness of UW Health Medical Transport in the service region.
- Develops the tools and systems needed to analyze the referral/transport data, collecting actionable information used to develop business strategies.
- Identifies progressive ideas through researching industry and related events, publications, and announcements; tracks their accomplishments to stay abreast on how these could impact the UW Health Medical Transport program and UW Health organization.
- Updates job knowledge by participating in educational opportunities, reading professional publications, maintaining personal networks, and participating in professional organizations.
- Partners closely with other UW Health professionals in Provider Relations, Regional Operations, Trauma, Burn Stroke, STEMI and EGS programs, and EMS outreach to ensure a unified and collaborative delivery of content with outside hospitals.

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

JOB REQUIREMENTS

Education	Minimum	Bachelor's Degree in Marketing, Business Management, Communications, Public Relations, or Healthcare
	Preferred	Master's Degree in Marketing, Business Management, Communications, Public

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		Relations, or Healthcare
Work Experience	Minimum	One (1) year of previous experience in business development, marketing, and/or outside sales
	Preferred	Experience in healthcare marketing and/or Emergency Medical Services or Critical Care Transport operations or marketing
Licenses & Certifications	Minimum	<ul style="list-style-type: none"> Valid driver's license in the person's state of residence Must be of legal driving age to operate a Personal Vehicle for UW Health business purposes
	Preferred	Certified Flight Coordinator
Required Skills, Knowledge, and Abilities		<ul style="list-style-type: none"> Strong written, verbal, and lecture communication skills. Strong interpersonal skills and comfortable with public speaking. Proficient in developing electronic presentations and using A/V equipment Proven experience developing and implementing business plans and market strategies Demonstrated ability to work with a diverse range of groups, professionals, agencies, and community members. Strong organizational skills and ability to coordinate people and projects in a fiscally responsible manner. Ability to work effectively as a liaison with community-based organizations and the business community. Team-based management and leadership skills. Ability to work independently and prioritize work. Proficient in the use of software programs such as MS Word, email, scheduling software, and data spread sheets.

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

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 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
<input type="checkbox"/>	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
<input type="checkbox"/>	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
X	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#

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	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.