

UW HEALTH JOB DESCRIPTION

POSITION SPECIFICS

Title: Program Coordinator, Tissue Services		Department/Number: 5305 Organ Procurement Organization	
Reports to: Hospital Services Manager		PD Status: Approved	
Job Code: 2408	FLSA Status: Exempt	Bargaining Unit: NA	
Manager Approval:	Date:	HR Approval: DPS 4-14	

POSITION SUMMARY

The Program Coordinator, Tissue Services is responsible for the growth and implementation of tissue donation services in the Organ Procurement Organization (OPO). This includes strategic implementation and management of UWHC OPO's hospital development and community outreach services for tissue donation, as well as ensures partner organizations are properly managing the tissue referral, consent, recovery and donor family follow up processes. Tissue services are a new programmatic expansion of current organ donation services provided by the OPO. The incumbent is expected to grow, develop and improve this new service with a focus on maximizing community benefit in Wisconsin.

The impact of this position is seen in improvement of donor family and donor hospital services, providing a central point of contact for critical stakeholders. Reducing redundant services between the organ, tissue and eye recovery agencies in Wisconsin is also a critical aspect of this role. Demonstrated improvements in tissue donation rates and providing high quality, efficient service to donor hospitals are essential outcome metrics for this role.

The Program Coordinator, Tissue Services provides both day-to-day coverage of UWHC OPO's contractual responsibilities for tissue development and long-term planning for evaluating expansion of services. Monitoring external environmental factors related to tissue donation in the region is a critical aspect of this role. The incumbent is expected to maintain proficiency in national trends, industry standards and regulatory compliance related to tissue donation.

Each referring hospital can present a new set of unique circumstances that must be dealt with in an expedient manner to ensure the program's success. Problems need to be solved in an innovative and decisive fashion to lessen the potential for major problems to occur, which could impact negatively on the supply of organs and tissue for transplantation. A range of relationships imperative to the position are those with high-level administrators, directors, managers, physicians and nurses in a variety of departments involved in the donation process. Additionally, coroners, medical examiners and funeral homes are critical stakeholders in the tissue donation process. This is a new area for UWHC OPO development efforts, requiring significant investment to create and sustain positive working relationships throughout the state.

MAJOR RESPONSIBILITIES

Program Coordination Activities

1. Provides day-to-day coverage and oversees all aspects of the UWHC OPO contractual obligations related to tissue development services. This includes creating benchmarks, resource development, and tracking activities to demonstrate UWHC OPO's compliance with the contract(s).
2. Monitor billing and invoice processes to ensure accurate and timely payment in accordance with UWHC OPO's contract(s). Ensure tissue donation services are tracked in compliance with Medicare Cost Report requirements.
3. Provide input and expertise to the OPO Senior Leadership Team and Transplant Service Line in developing long-range plans to increase the number of organ and tissue donors.
4. Develop and implement opportunities to align organ and tissue donation services, enhancing the UWHC OPO's presence and reputation in the designated service area.
5. Evaluate growth propositions from potential partners; determine community benefit and financial implications of opportunities for growth.
6. Maintain proficiency in national trends, industry standards and regulatory compliance related to tissue and eye donation. This includes changes to uses of tissue, tissue processor acceptance criteria, and regulatory changes including those that may impact reimbursement. Anticipate and communicate these changes to the OPO Senior Leadership Team with the goal of adjusting the local program to meet the changing environment.
7. Serve as the primary liaison for tissue donation for other UWHC OPO staff and tissue recovery partners. Actively collaborate with existing staff and provide requested feedback and information in a timely manner.

Tissue Development Activities

1. Develop, implement and maintain collateral marketing and educational materials that are inclusive of organ and tissue donation. Create consistent and mutually agreed upon logos and usage guidelines, in compliance with the UWHC OPO's contractual responsibilities.
2. Create, verify and distribute tissue donation data reports internally and with donor hospitals. Metrics include: tissue referral rate, tissue consent rate, inappropriate approach rate and tissue transplant rates.
3. Provide onsite tissue donation education. Learn organ donation services in order to be inclusive of both organ and tissue donation messaging in education for donor hospitals and other external stakeholders (i.e. coroners and medical examiners, funeral home personnel, emergency medical services, community groups, etc). Augment existing hospital development

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- staff to provide back up support for their efforts.
4. Provide timely and effective follow up to donor hospitals on tissue referrals, both those that go through to donation and those that do not, as appropriate. Follow up is done on both an individual staff level and on the aggregate level to identify areas for improvement.
 5. Serve as the primary liaison for coroners, medical examiners and funeral homes. These stakeholders are critical to the tissue donation process. Coroners and medical examiners (ME) provide referrals for potential tissue donors (out of hospital deaths) and coroner/ME authorization is required to proceed with every tissue donation. Funeral homes are a primary interface with donor families and tissue donation requires a special expertise in funeral home services. Maintaining strong, positive relationships with these stakeholders is essential to an effective tissue donation program.

All duties and requirements must be performed consistent with the UWHC Organizational Performance Standards.

POSITION REQUIREMENTS

Education	Minimum	1. Bachelor's degree from an accredited college or university in nursing, healthcare administration, communication, business or other relevant field 2. Equivalent combination of education and/or experience is acceptable.
	Preferred	1. Masters degree from an accredited college or university in nursing, healthcare administration, communication, business, or other relevant field.
Work Experience	Minimum	1. Five (5) years marketing experience or progressively responsible experience in a healthcare administration
	Preferred	1. Experience with organ, tissue and/or eye recovery organization. Experience in hospital development, community outreach or program management.
Licenses & Certifications	Minimum	1. Valid Wisconsin Driver's license and current auto insurance.
	Preferred	1. Certified Tissue Bank Specialist (CTBS) or Certified Procurement Transplant Coordinator (CPTC)
Required Skills, Knowledge, and Abilities <div style="margin-top: 10px;"> <p><u>Leadership Abilities:</u></p> <ol style="list-style-type: none"> 1. Implement change in a positive, sensitive and forward-thinking manner 2. Strategic thinking, planning and problem-solving 3. Develop goals and objectives, and establish priorities 4. Self-starter with a willingness to try new ideas 5. Good judgment and ability to act decisively at the right time 6. Results oriented <p><u>Human Relations Abilities:</u></p> <ol style="list-style-type: none"> 1. Build collaborative alliances and teams 2. Effective negotiation and persuasion skills 3. Effective interpersonal skills 4. Effective ability to ensure a high level of customer satisfaction 5. Flexibility and receptiveness to new and different opinions/ideas 6. Create win/win solutions and relationships 7. Anticipate and manage conflict and bring issues to resolution <p><u>Analytic Skills:</u></p> <ol style="list-style-type: none"> 1. Organization, planning, scheduling and project management skills 2. Develop and analyze options and recommend solutions to solve complex problems and issues <p><u>Communication Skills:</u></p> <ol style="list-style-type: none"> 1. Effective verbal, written and group presentation skills 2. Design and implementation of communication plan </div>		

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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	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 be 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
List any other physical requirements or bona fide occupational qualifications:		<ul style="list-style-type: none"> Travel required to hospitals and other stakeholders within service area and some national meetings. 		