

## UW HEALTH JOB DESCRIPTION

### Hospital Development Specialist

Job Code: 850010	FLSA Status: Exempt	Mgt. Approval: H Thomas	Date: December 2023
Department: 5305/Organ Procurement		HR Approval: J. Theisen	Date: June 2021

### JOB SUMMARY

Under the general direction of the Hospital Development and Community Outreach Manager, the Hospital Development Specialist (HDS) is responsible for the donation process in more than 100 federally designated hospitals which refer deaths and imminent deaths in UW Organ and Tissue Donation's (UW OTD) service area. This process includes supporting referring hospitals to maintain regulatory compliance related to organ and tissue donation. The HDS leads communication to maximize the opportunity of organ donation. This is done by generating and enriching a network of relationships to design, and implement quality improvement initiatives, leading policy development, and educating hospital staff. The strong collaboration fostered by the HDS between the referring hospitals and UW OTD is critical to achieve the community benefit of providing organs and tissues to patients in need. Additionally, the HDS provides leadership and direction to all UW OTD staff as they participate in hospital development activities.

The impact of this position upon the organization is primarily seen in the number of appropriate patients referred to UW OTD in a timely manner and improving the conversion rate of potential donors to actual donors. Failure of the incumbent to carry out the responsibilities of this position can result in the loss of organs and tissue for transplant, resulting in loss of life for those patients who are waiting for a transplant.

The incumbent possesses exemplary communication, leadership, and quality improvement skills. Strategic planning, professionalism and attention to detail are also key assets that will assist in project management, event planning and prioritization of tasks and responsibilities. As hospital and community education is a key component of the HDS role, the incumbent must have exceptional presentation preparation and public speaking abilities. The HDS will address a multitude of issues ranging from extremely complex and sometimes unsolvable challenges, such as referring hospital physician activities and noncompliance with government regulations, to relatively common problems involving logistical issues and the utilization of available medical personnel and resources. Problems are expected to be solved in a professional manner using critical thinking skills, previous experience, critical conversation skills, and leveraging established hospital relationships and knowledge. Each hospital has unique circumstances that must be dealt with in an expedient manner to ensure the success of the donation programs. Innovative problem solving often needs to be accomplished in a rapid and decisive fashion to lessen the potential for major problems to occur, which could negatively impact the patients waiting for a transplant.

Internal and external customer relationships comprise a substantial portion of this position as the HDS is the primary UW OTD contact for the hospitals to which they are assigned. Occasionally, this results in real-time case involvement where the HDS must respond efficiently and effectively to requests for assistance, often collaborating with hospital executive leadership to find resolution. The HDS must communicate regularly with hospitals, including maintaining a visual presence on-site no less than 50-75% of their work time. Much of this on-site time is dedicated to trainings and meeting with various departments, but it may also include working with staff and/or families real-time during potential or actual donation cases. The HDS serves as an expert on the donation process and subsequent resources. The incumbent delivers guidance, compassion and support to both staff and families.

The position's essence is to maintain and improve relationships to ensure a conversion rate of 75% or greater. The incumbent works collaboratively with a range of professionals including high-level administrators, directors, managers, physicians, and nurses involved in the donation process. The incumbent also collaborates with other recovery organizations and partners to support the donation process.

### MAJOR RESPONSIBILITIES

The incumbent performs the following job responsibilities:

#### A. Management of the Hospital Services

1. Provides direction and management to assigned hospitals within UW OTD designated service area.
2. In cooperation with the Hospital and Community Development Manager, develops strategic, long-range plans to increase the number of referrals and conversion of all potential donors to actual donors, which in turn, increases the number of organ donors.
3. Is a donation expert for referring hospitals on hospital services activities, including communication regarding process/policy changes, CMS/Joint Commission regulatory changes, organizational announcements/requests, and other updates.
4. Ensures that UW OTD is compliant with CMS (Centers for Medicare and Medicaid Services) certification, directly responsible for hospital services standards and collaborative responsibility for multicultural and quality standards and helps prepare as

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necessary for all regulatory and accrediting organization surveys.

5. Participates in the planning and production of the Douglas T. Miller Symposium.
6. Provides orientation, guidance and direction to the other UW OTD teams who participate in hospital services activities related to relationship building, presentations, quality improvement, communication, decision-making, and referring hospital nuances.
7. Generates innovative ideas and seeks out best-practices to advance UW OTD and referring hospital performance.
8. Participates and provides leadership in quality improvement projects including those that expand beyond the UW OTD workflows and include referring hospital workflows and metrics.
9. Seeks out professional development opportunities as they pertain to the HDS required knowledge base and skill set.
10. Participates in employee engagement initiatives.

### B. Hospital Services Activities

1. Develops and executes annual donation assessments and strategic plans according to hospital classification requirements to ensure that regulatory compliance and conversion rates of 75% or > are maintained.
2. Manages up-to-date, professional, and accurate donation training and education for hospital and community partners.
3. Obtains, analyzes, and interprets industry data as it relates to referring hospitals and UW OTD performance.
4. Develops, distributes, and provides guidance on reports for referring hospitals to show their activity and outcomes, using subsequent data and outcomes to prioritize improvement needs and goals.
5. Shares pertinent hospital feedback with Hospital and Community Development Manager as it relates to hospital development activities and services provided during the donation process.
6. Facilitates discussions on actual and potential donation cases to determine what worked well and opportunities for improvement.
7. Manages the Designated Requestor program trainings, schedule, recertification schedule and format, and certified staff at assigned hospitals.
8. Coordinates administrative meetings in referring hospitals.
9. Analyzes key process metrics, including referring hospital feedback, donor family feedback, case/referral review feedback, etc. for the purposes of identifying and leading improvement initiatives.
10. Administers data and information collected for all hospitals in the UW OTD service area. This includes maintaining and revising policies and procedures, activities conducted, hospital preferences, pertinent hospital information (i.e. letters of agreement, Statline reports, etc).
11. Manages quality improvement projects with referring hospitals to increase donation rates and improve processes.
12. Collaborates on the planning and participation of donation awareness and recognition activities in referring hospitals (i.e. April Donate Life month).
13. Independently leads timely communication and follow-up with hospital partners regarding the donation process.

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

### JOB REQUIREMENTS

Education	Minimum	Bachelor's degree in healthcare, marketing, communications, business, or other relevant field
	Preferred	Master's degree in healthcare, marketing, communications, business, or other relevant field
Work Experience	Minimum	Two (2) years of experience planning and implementing community education/outreach programs, including giving presentations
	Preferred	One (1) to two (2) years of progressively responsible experience Transplant and/or Organ Procurement experience
Licenses & Certifications	Minimum	Valid WI Driver's license and current auto insurance
	Preferred	
Required Skills, Knowledge, and Abilities		<p><u>Leadership abilities:</u></p> <ul style="list-style-type: none"> <li>• Ability to implement change in a positive, sensitive and forward-thinking manner</li> <li>• Ability to work with diverse teams representing various disciplines and all levels of staff</li> <li>• Strategic thinking, planning and problem-solving</li> <li>• Develop goals and objectives, and establish priorities</li> <li>• Self-starter with a willingness to try new ideas</li> <li>• Good judgment and ability to act decisively at the right time</li> <li>• Results oriented</li> <li>• Ability to main confidentiality of sensitive information</li> </ul> <p><u>Human Relations abilities:</u></p> <ul style="list-style-type: none"> <li>• Ability to build collaborative alliances and teams</li> <li>• Effective persuasion and negotiation skills</li> <li>• Effective interpersonal skills</li> <li>• Effective ability to ensure a high level of customer satisfaction</li> <li>• Flexibility and receptiveness to new and different opinions/ideas</li> </ul>

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	<ul style="list-style-type: none"> <li>• Ability to create win/win solutions and relationships</li> <li>• Ability to effectively deal with conflict management and the skill to anticipate and bring issues to resolution.</li> </ul> <p><u>Analytic Skills:</u></p> <ul style="list-style-type: none"> <li>• Organization, planning, scheduling and project management skills</li> <li>• Ability to develop and analyze options, recommend solutions to solve complex problems and issues</li> </ul> <p><u>Communication Skills:</u></p> <ul style="list-style-type: none"> <li>• Strong verbal, written communication and group presentation skills</li> <li>• Demonstrated ability designing and implementing communication programs to management team</li> </ul>
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### 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)		Adolescent (13 – 19 years)
	Toddlers (1 – 3 years)		Young Adult (20 – 40 years)
	Preschool (4 – 5 years)		Middle Adult (41 – 65 years)
	School Age (6 – 12 years)		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
<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 are required only occasionally and other sedentary criteria are met.	<b>Up to 10#</b>	<b>Negligible</b>	<b>Negligible</b>
	<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:				

**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.