

UW HEALTH JOB DESCRIPTION

Program Coordinator, Tissue Services

Job Code: 850012	FLSA Status: Exempt	Mgt. Approval: M Anderson	Date: 6-17
Department : 5305 Organ Procurement Organization		HR Approval: CMW	Date: 6-17

JOB SUMMARY

The Program Coordinator, Tissue Services is responsible for the growth and implementation of tissue donation services for UW Organ and Tissue Donation (UW OTD). This includes strategic implementation and management of UW OTD'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 programmatic expansion of organ donation services provided by UW OTD. The incumbent is expected to grow, develop and improve tissue donation services with a focus on maximizing community benefit in the UW OTD Donation Service Area (DSA)

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

The Program Coordinator, Tissue Services provides both day-to-day coverage of UW OTD'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.

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. The incumbent must demonstrate the ability to work autonomously by setting SMART goals and defining workload priorities. Additionally, their participation in the hospital development (HD) team is critical to the success of the organization; this includes providing coverage of needs as necessary. As the healthcare landscape continues to evolve, the incumbent must stay current and provide innovative and impactful solutions while maintaining an awareness of resource availability. As hospital and community education is a key component of the role, the incumbent must have exceptional presentation preparation and public speaking abilities. The position 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 previous experience, critical conversation skills and leveraging established hospital relationships and knowledge. A high degree of organizational and problem solving skills are necessary in this position. 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 this role 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. The incumbent must also communicate regularly with hospitals and in a variety of methods, including maintaining a visual presence on-site no less than 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 position must therefore be versed in the donation process and subsequent resources as well as be able to provide guidance, compassion and support to both staff and families.

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. Tissue program development requires significant investment to create and sustain positive working relationships throughout the UW OTD DSA.

MAJOR RESPONSIBILITIES

Program Coordination Activities

1. Provides day-to-day coverage and oversees all aspects of the UW OTD contractual obligations related to tissue development services. This includes creating benchmarks, resource development, and tracking activities to demonstrate UW OTD's compliance with the contract(s).
2. Monitor billing and invoice processes to ensure accurate and timely payment in accordance with UW OTD's contract(s). Ensure tissue donation services are tracked in compliance with Medicare Cost Report requirements.
3. Provide input and expertise to the UW OTD 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 UW OTD'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.

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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 UW OTD 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 UW OTD staff and tissue recovery partners. Actively collaborate with existing staff and provide requested feedback and information in a timely manner.
8. Ensures that UW OTD is compliant with AOPO (Association of Organ Procurement Organizations) accreditation and 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 necessary for all regulatory and accrediting organization surveys.
9. Participates in the planning and production of the Douglas T. Miller Symposium and other signature UW OTD events as needed.
10. Provides innovative ideas and seeks out best-practices to advance UW OTD and referring hospital performance.
11. Participates and provides leadership in quality improvement projects including those that expand beyond the UW OTD workflows and include referring hospital workflows and metrics.
12. Seeks out professional development opportunities as they pertain to the required knowledge base and skill set.
13. Participates in employee engagement initiatives.

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 UW OTD's contractual responsibilities.
2. Create, verify and distribute tissue donation data reports internally and with referring 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 referring hospitals and other external stakeholders (i.e. coroners and medical examiners, funeral home personnel, emergency medical services, community groups, etc). Augment existing hospital development staff to provide back up support for their efforts.
4. Provide timely and effective follow up to referring 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.
6. Develops and oversees annual donation assessments and strategic plans according to hospital classification requirements to ensure that regulatory compliance and conversion rate goals are met.
7. Shares pertinent hospital feedback with Hospital and Community Development Manager as it relates to hospital development activities and services provided during the donation process.
8. Completes chart review process according to hospital classification requirements, including data collection, analysis, report generation and distribution.
9. Oversees 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, hospital profiles, hospital binder materials (i.e. letters of agreement, Statline reports, etc), and training and orientation materials (i.e. handbook)
10. Following a deliberation quality improvement format, manages quality improvement projects with referring hospitals to increase donation rates and improve processes.
11. Obtains and maintains electronic medical record access for UW OTD staff at participating hospitals in the UW OTD service area.
12. Collaborates on the planning and participation of donation awareness and recognition activities in referring hospitals (i.e. April Donate Life month).
13. Provides timely communication and follow-up with hospital partners regarding the donation process.
14. Assists with the marketing, coordination and production of signature trainings, such as Consent Workshops.
15. Appropriately escalates/deescalates situations to ensure relationships are maintained with critical partners and any service recovery has adequately met all stakeholder needs.
16. Coordinates and assists with the death record reconciliation process to ensure all deaths are appropriately reported.
17. Facilitates After Action Review discussions on actual and potential donation cases to determine what worked well and opportunities for improvement.

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

JOB REQUIREMENTS

Education	Minimum	Bachelor's degree in nursing, healthcare administration, marketing, communication,
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		business or other relevant field
	Preferred	Master's degree in nursing, healthcare administration, communication, business, or other relevant field
Work Experience	Minimum	Five (5) years marketing experience or progressively responsible experience in a healthcare administration
	Preferred	Experience with an organ, tissue and/or eye recovery organization Experience in hospital development, community outreach or program management
Licenses & Certifications	Minimum	Valid Wisconsin Driver's license and current auto insurance
	Preferred	Certified Tissue Bank Specialist (CTBS) or Certified Procurement Transplant Coordinator (CPTC)
Required Skills, Knowledge, and Abilities		<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 <ul style="list-style-type: none"> • Design and implementation of communication plan

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
	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
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 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:		Travel required to hospitals and other stakeholders within service area and some national meetings.		

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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.