

Senior Director, Telehealth

St. Luke's University Health Network - Allentown, Pennsylvania Area

Posted 10 days ago

About this job

Job description

JOB SUMMARY:

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Under the direction of the Vice President, Planning and Business Development, the Senior Director of Telehealth is responsible for implementing and supporting St. Luke's University Health Network's telehealth services and strategy. This position develops, implements, and champions, as well as, monitors and oversees telehealth program utilization, internal/external customer service, quality, stakeholder relations, and financial goals and objectives.

This position leads the adoption, coordination, implementation, development and revision of new or existing telehealth projects based on market and/or patient/member needs in conjunction with various stakeholders throughout the Network. The Senior Director of Telehealth promotes a collaborative, open and inclusive service relying on excellent change management skills to foster growth and collaboration.

The intent of this job description is to provide a summary of the major duties and responsibilities of this position and shall not be considered as a detailed description of all the work requirements that may be inherent in the position.

WORK PERFORMED

JOB DUTIES AND RESPONSIBILITIES:

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ESSENTIAL FUNCTIONS:

1. Lead, coordinate, assist in development and implement the Network's telehealth strategy.
2. Continuously develop the telehealth strategy to achieve Network goals. Stay current with the rapidly evolving field of new information technologies, and recognize how they can be applied to achieve the Network's strategy in innovative ways.
3. Lead cross functional working groups, including physicians and leaders from key areas, to evaluate concepts and solutions for clinical care using telemedicine. Provide guidance, streamline start-up, and reduce duplicative efforts for those clinical, practice and service line champions seeking assistance in launching new telehealth programs.
4. In conjunction with the IT department and other stakeholders, identify, evaluate, select, and implement new technologies and capabilities that integrate into existing infrastructure and are in line with the strategy to further enable the virtualization of medical care where it makes clinical and economic sense. Lead the vendor negotiation and contracting where outside capabilities are necessary to achieve the strategy.
5. Stay current with the National and State regulatory environment currently being developed to support and/or limit the ability of providers to use telemedicine capabilities.
6. Stay current with the Payor policies currently being developed to support and/or limit the ability of providers to use telemedicine capabilities. Work with Payors, in partnership with St. Luke's Physician Group and Finance, to steer contracts to appropriate compensation.
7. Work closely with various medical directors and the CMIO to coordinate cross functional teams including IT, Finance, Legal, Marketing and Clinical departments across the Network to launch and sustain new telehealth programs.
8. Assist in development and deployment of marketing strategies and facilitate outreach to secure incremental patient and employer utilization.
9. Manage telehealth department personnel if and when additional resources are required.
10. Prepare and deliver presentations to leadership on strategy, new initiatives, and progress to plan.

11. Maintains confidentiality of all materials handled within the Network/ Entity as well as the proper release of information.
12. Complies with Network and departmental policies regarding issues of employee, patient and environmental safety and follows appropriate reporting requirements.
13. Demonstrates/models the Network's Service Excellence Standards of Performance in interactions with all customers (internal and external).
14. Demonstrates Performance Improvement in the following areas as appropriate: Clinical Care/Outcomes, Customer/Service Improvement, Operational System/Process, and Safety.
15. Demonstrates financial responsibility and accountability through the effective and efficient use of resources in daily procedures, processes and practices.
16. Complies with Network and departmental policies regarding attendance and dress code.

OTHER FUNCTIONS:

- Other related duties as assigned.

PHYSICAL AND SENSORY REQUIREMENTS:

- Must be able to sit for up to eight hours per day and up to three hours at a time. Must be able to stand for up to four hours per day and up to two hours at a time. This position requires normal dexterity, handling, and twisting. Occasionally requires lifting, carrying, pushing and pulling objects weighing up to 25 pounds. Occasionally requires reaching above shoulder level. Ability to hear as it relates to normal conversation and see as it relates to general vision. Must be able to drive a car.

POTENTIAL ON-THE-JOB RISKS:

- Repetitive motion injury of hands and wrists due to frequent computer use.

MOST COMPLEX DUTY:

- Building consensus with cross functional teams to embrace new and innovative methods to deliver health services.

SUPERVISION (RECEIVED BY AND/OR GIVEN TO):

- Receives supervision as needed from the Vice President, Planning & Business Development.

COMMUNICATIONS:

- Communicates verbally and in writing with Administration, department managers, employees, physicians, and community leaders.

ADDITIONAL REQUIREMENTS:

- Proven organizational, analytical, and business development skills.
- Strong written and verbal communication skills.
- Professional presentation skills.
- Excellent judgment.
- Ability to work with minimal day-to-day supervision.
- Ability to effectively relate to a wide range of professionals.
- Ability to master new information on a regular basis.
- Must be loyal and dependable with a high level of integrity.
- Excellent working knowledge of Excel, Microsoft Word, and PowerPoint and a capacity to learn other programs.

MINIMUM QUALIFICATIONS

EDUCATION:

- Bachelor's degree. Master's degree preferred.

TRAINING AND EXPERIENCE:

- Telehealth experience preferred or applicable planning and business development, practice management, health care operations, or similar experience.

WORK SCHEDULE:

- Monday through Friday generally 8:00 a.m. to 5:00 p.m. but hours may vary and include occasional evenings and weekends.