

TITLE: Position Description	EFFECTIVE DATE: 01/01/11	POSITION: Program Director
APPLICATION: Wound Care and Hyperbaric Medicine Centers		APPROVAL: CEO
POSITION DESCRIPTIONS PARADIGM MEDICAL MANAGEMENT		<i>Page 1 of 5</i>

JOB SUMMARY:

The Program Director is responsible for the successful implementation and ongoing management of operations and administrative functions of a Wound Care Program within a designated market. This position is responsible for achievement of financial objectives and quality healing outcomes. Responsibilities include: operations; personnel; budgets; reimbursement; managed care strategies; quality management; community awareness; marketing and sales; client relationships.

REPORTS TO:

The President and the CEO for assigned area and the Hospital Administrative Report

KEY JOB FUNCTIONS:

Operations

- Responsible for the successful implementation and ongoing management of wound care Program operations, in conjunction with Paradigm and Hospital standards, protocols, guidelines, policies and procedures for Program operations.
- Responsible for working with appropriate Hospital and Paradigm personnel to assist in implementation of Program, if needed
- Semiannually or annually, prepares analysis and program review report for analysis and evaluation of Program status with Paradigm CFO, and develops and implements action plan for changes/improvements as appropriate.
- Adapts existing Paradigm and Hospital operations manuals and develops customized Program policies and procedures.
- Implements and analyzes patient satisfaction surveys, developing action plan for changes and improvements as appropriate.
- Accesses and analyzes existing data, develops monthly operation reports for Paradigm and Hospital senior management; making recommendations and taking action as appropriate to insure continued success of Program.
- Acts as member of Hospital management team, cultivating and maintaining relationship with Hospital and develops opportunities for Program expansion within the market.

- Responsible for and assures Program compliance with all applicable regulatory and governmental agencies (i.e. JCAHO), including conducting and documenting educational in-services/competencies necessary.

Personnel Management

- Responsible for recruiting, hiring and managing personnel in conjunction with Clinical Manager. Responsible for performance appraisals; grievance and discipline; staff development; and adherence to Company personnel / Human Resources policies and procedures. Seeks appropriate input from Paradigm Corporate Human Resources Department or Hospital Human Resources Department prior to recruiting, hiring or terminating personnel.

Quality Management

- Monitors and ensures the accuracy and completeness of patient information entered into the database.
- Has responsibility to ensure that Program staff adheres to Quality/Performance Improvement plan.
- Has responsibility to ensure that all key clinical indicators fall within established parameters.
- Monitors and ensures timely review of clinical charts by appropriate nursing and medical staff.
- Provides weekly status update reports to Paradigm and Hospital direct reports and immediately communicates any incidents or issues of concern.
- Organizes and conducts regularly scheduled staff and Quality Management meetings to ensure open communications and enhance operational efficiencies.
- Monitors and ensures compliance with Clinical Pathways utilizing corporate resources as necessary.
- Monitors department Quality Management program and implements changes or updates as necessary.
- Completes and ensures that the Program staff and medical staff complete the Paradigm training per policy.

Finance

- Develops and monitors Hospital budget.
- Works to ensure that the Program meets targets and attains profitability.
- Reviews and analyzes monthly department Profit and Loss statements, and reports variances to Direct Report and to Paradigm

Reimbursement

- Develops effective relationships with and maintains ongoing communications with Hospital Business Office, Finance Department, and other key Hospital reimbursement personnel.
- Develops, implements, and monitors patient self-pay plans, in conjunction with financial counselor/reimbursement coordinator, if and where appropriate.
- Maintains the Hospital charge master and ensures the timely and accurate entry of department charges.
- Regularly audits random patient bills for accuracy and completeness and supports the Hospital efforts to maximize Program reimbursement.
- In conjunction with Paradigm reimbursement department, works to obtain third party payor coverage for services, procedures and supplies via coordination of appeals and presentations.
- Tracks and reports all ancillary program revenues, including all spin-off revenue, both ancillary and inpatient.
- Annually, or as directed, reviews program's profitability with Direct Reports
- Develops and implements managed care strategies/programs specific for marketplace in conjunction with Hospital partner and Paradigm.
- Assists corporate/Hospital managed care division contracting with third party payors as necessary for Program's overall success in a given market.
- Reports all additional documentation requests and / or denials from third party payors to Paradigm finance department immediately.

Community Awareness

- Assists in development activities and expansion of services as necessary for Program's success in the designated market.
- Develops, implements, and manages an educational plan and budget, utilizing local, regional, and corporate resources.
- Develops, schedules and conducts educational presentations to physicians and other potential referral sources.
- Conducts inter-departmental and community education.
- Establishes and manages effective phone inquiry response system, monitoring trends and addressing issues as appropriate.
- Develops, implements, and manages advertising and other promotional programs in conjunction with Paradigm Corporate marketing department and Hospital marketing department.
- Is responsible for continuous program value positioning with Hospital client and maintains relationships with key referral sources via routine visits and communication.
- Monitors trends and competition in market area.

SKILLS/KNOWLEDGE/ABILITIES:

- Demonstrates leadership, communication and motivational skills.
- Possesses excellent written and oral communication skills.
- Demonstrates sales/marketing skills, and possesses effective problem solving and negotiation skills.
- Demonstrates basic knowledge of health care reimbursement issues, including local market knowledge of managed care environment.
- Demonstrates basic financial knowledge.
- Demonstrates ability to take initiative and work independently in a fast paced environment.
- Demonstrates working knowledge of various computer software, including word processing and spreadsheet functions.

CANDIDATE PROFILE:

- Bachelor's degree in Business, Management, or Nursing preferred.

