Digital and Transformation Lead

Job Description

Job Title: **Digital & Transformation Lead**

Contract Type: **Full-Time/ Permanent**

Shift Pattern: 9.00 am to 5.00 pm

Salary: **Band 8a**

Location: **Worcester City PCN**

Reports to: **PCN Management Team and PCN Clinical Director**

Vertis Health/SW Healthcare

We're a federation of GP surgeries and PCNs in Worcestershire, serving over 600,000 NHS patients through a variety of local services. Our community of GPs are our stakeholders, meaning we're powered by the community we've created - and our goal is to find ways to make it easier for them to spend less time and money on administrative workload, and more time with their patients.

Our GP surgeries remain independent, while keeping the benefits of being part of a larger organisation - and we exist to protect the interests of our members through advocacy, business support, and revenue generation.

We're ambitious about growth in our network - and so, our diversified services help our PCNs to reinvest in vital local healthcare initiatives, providing a sustainable future for their communities in the long term.

Equal Opportunities

At Vertis Health we want to build a diverse workplace, and so and encourage women, people of colour, LGBTQIA individuals, people with disabilities, members of ethnic minorities, foreign-born residents, older members of society, and others from minority groups and diverse backgrounds to apply.

We do not discriminate on the basis of race, gender, religion, colour, national origin, sexual orientation, age, marital status, veteran status, or disability status. All Vertis employees and contractors are responsible for maintaining a work culture free from discrimination and harassment by treating others with kindness and respect.

Worcester City PCN

Worcester City Primary Care Network is a forward-thinking PCN compromising of 9 GP practices: Severn Valley Medical Practice, Spring Gardens Group Medical Practice, Barbourne Health Centre, Albany House Surgery, Elbury Moor Medical Centre, Thorneloe

Lodge Surgery, Haresfield House Surgery, St Martins Gate Surgery and St Johns House Surgery.

Job Summary

This role is for a Digital and Transformation Lead to work within the PCN on a range of transformation projects to support Worcester City PCN with its strategic goals and support the network with its maturity and growth. This role will work as part of the PCN leadership team, holding contractual responsibilities and working both with colleagues and autonomously to deliver growth and development within the network.

The post-holder will work closely with the ICB Digital Transformation team, which is responsible for setting the digital strategy and procuring and managing digital tools in primary care. The post-holder is expected to be an experienced project manager and transformation lead with considerable project experience within an NHS environment.

The post-holder will help the PCN adopt new technology and other initiatives to improve access to care and enable PCN staff to work more effectively to support the sustainability of general practice services.

Main Duties

- Improve adoption of new technology to enhance patient access and experience, increasing PCN productivity
- Be responsible for a range of digital transformation initiatives for the PCN and its network practices, managing priorities and inter-dependencies
- Ensure that digital and operational transformation is embedded and aligned with system and national strategies, working closely with the ICB Digital Team
- Build relationships and facilitate collaboration between practices within the network to support the delivery of care to patients (e.g. delivery of enhanced access or other hub-type working arrangements)
- Review and improve the PCNs digital maturity, identifying opportunities for digital optimisation within the PCN
- Support the effective adoption of national and local initiatives, including integrated working at neighbourhood and place level to improve access to patient services

Use data to:

- Understand demand, capacity, and activity - helping to drive improvements in patient experience of access
- Support population health management and areas for improvements in care quality
- Understand the type and intensity of support needs of the PCN
- Drive the planning and prioritisation of changes that will improve the delivery of care and improve patient and staff experience in the practices within the PCN
- Develop and manage an overall transformation plan for the PCN, including managing risk, considering the potential impacts on the organisation, and determining resource requirements.
- Provide feedback to the PCN Board on the progress of current initiatives, capacity for change, improvement, and issues so that plans can be adapted in response.

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Communication and Engagement

With responsibility for developing and supporting the delivery of transformational projects across the PCN, the post holder will require expertise in communications and engagement, specifically in bringing people together and gaining support and buy-in to change.

This expertise will be used to:

- Build and maintain good working relationships with a broad range of internal and external stakeholders.
- Initiate and participate in the development of effective systems of communication and cooperation between member practices, staff, and other primary care team members.
- Ensure that changes are aligned with agreed clinical priorities and have ownership and engagement from clinical leaders and staff.
- Support practices to communicate changes and new processes effectively and consistently to patients.
- Identify best practices and learning from other areas that could apply to the local PCN and communicate this to staff.
- Make connections across the PCN to support learning between practices and sharing of best practices.
- Connect with commissioners and other service delivery organisations to plan and deliver changes that will improve working between general practices and other primary and non-primary care services.
- Lead or participate in relevant working groups, project groups, service meetings and other forums across the PCN to agree on changes, share learning, discuss challenges, and resolves issues.
- Represent the PCN in external groups or bodies as required, including in potentially sensitive situations.

Information and data management

The post holder must understand and use data to drive improvement and assess impacts. These skills will be used to:

- Take a data-driven approach, looking at evidence and information available to support understanding of challenges, identify possible solutions and track the impacts of changes that have been made.
- Bring together data from various sources and use information to develop insights into working practices, effectively tailoring content to meet the audience's needs.
- Effectively present and communicate data to practices and PCN staff at all levels to increase understanding of operational challenges
- Interpret data and highlight variation to support open discussion about where variation is and is not warranted
- Help PCN and practice staff understand the limitations of particular data sets and where other information may be available to supplement understanding of issues
- Support and encourage a focus on data in understanding the effectiveness of changes made
- Seek and secure analytical resources to support the PCN in developing and implementing appropriate data and information-sharing mechanisms
- Use data to track and assess the impact of changes made to operational processes and to track trends and developments over time.

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Policy and Service Development

With responsibility for supporting the PCN to identify and progress with transformational change, the post holder will have expertise in understanding and interpreting national and system-wide policy developments and initiatives to local circumstances and contexts.

This expertise will be used to:

- Maintain a good knowledge of emerging policies from the Department of Health and Social Care, NHS England and Improvement and other relevant government departments and agencies, and support PCN staff to understand and interpret these locally.

- Work with the ICB to support the development of overall primary care transformation strategies and their delivery.
- Support the PCN and member practices to adapt and apply specific policies and initiatives to local needs and to prioritise national or system-level initiatives based on local requirements.

Location

This position will be based within Worcester City Primary Care Network.

This job description may be reviewed in light of changing organisational and service needs. Any changes will be thoroughly discussed with the post-holder. The post-holder may also be required to carry out other work appropriate to the grade of the post

PERSON SPECIFICATION

Area	Description	Essential / Desirable
Qualifications	Educated to degree level or equivalent professional experience	E
	Professional qualification or experience in IM&T to demonstrate subject matter expertise	E
	Project management qualification, such as PRINCE or equivalent experience	E
	Managing Successful Programmes (MSP) qualification	D
Experience	At least five years experience in Digital / IM&T project management or transformation experience in a Health or Social Care Environment	E
	Experience in project delivery through the entire project lifecycle from initiation to delivery	E
Competencies	Good understanding of the Digital agenda within the NHS and Social Care / Care Sector	E
	Good understanding of current healthcare policy relating to primary care and integrated care	E
	Awareness of the positive disruption that digital change can bring	E
	Can deliver technical information in a non-technical way to a range of stakeholders	E
	Can communicate effectively in a range of situations, from presentations to 1:1	E
	Able to work on your own and as part of a team	E
Physical skills	Working knowledge of MS Office and good keyboard skills	E
Autonomy	Ability to work on own initiative and organise workload, allocating work as necessary	E
	Ability to make decisions autonomously	E
Equality and Diversity	Demonstrates knowledge and understanding of equality of opportunity and diversity, taking into account and being aware of how individual actions contribute to and make a difference to the equality agenda	E
Financial resources	Experience in budgetary responsibility and understanding of financial processes	D