

Position Description

Position: Primary Health Care Enhancement (PHCE) Coordinator
Department: Primary Health Care Enhancement
Location: Dr. Charles L. LeGrow Health Centre, Port aux Basques
Date: February 12, 2004

General Accountability

The specific responsibility of the PHCE Coordinator is to facilitate team building and collaborative working relationships among Western Health Care Corporation, Health and Community Services Western Region and the community of Port aux Basques through the **S**outhwest Coast Primary Health Care Enhancement **I**mplementation **C**ommittee (SIC). The PHCE Coordinator achieves this task through projects aimed at enhancing Primary Health Care on the Southwest Coast. To this end, the position is accountable for researching potential projects; working with stakeholders to prioritize projects; gaining consensus and commitment on approved projects; and subsequent planning, implementing, monitoring, evaluating, managing and reporting on the success or shortcomings of such initiatives. (i.e., project management).

SIC is made up of the Chief of Staff, a MUN Family Medicine faculty member and local management across both health boards. SIC reports to the Joint Senior Team – Primary Health Care Subcommittee. The PHCE Coordinator provides verbal updates of ongoing projects to this subcommittee on behalf of SIC at each regular meeting. Additionally, the PHCE Coordinator provides a written report, reviewed and approved by SIC, to the Joint Senior Team – Primary Health Care Subcommittee on a six month basis. The reports are due September 30th and March 31st.

The PHCE Coordinator also brings forward any new projects endorsed by SIC to the Joint Senior Team – Primary Health Care Subcommittee for approval under Primary Health Care Funding. Possible primary health care enhancement strategies may originate with front line staff, an interdisciplinary working group, local management, the community, or the PHCE Coordinator. New prospects come to the SIC table for discussion and resolution. The PHCE Coordinator submits those project plans that are successful to the Joint Senior Team - Primary Health Care Sub-Committee for review.

The interdisciplinary working group is composed of representatives from disciplines across both health boards operating out of the Dr. Charles L. LeGrow Health Centre. The purpose and responsibilities of this group are to facilitate and promote interdisciplinary collaboration among professionals providing care to patients/clients in the LeGrow Health Centre and in the Community; to develop and/or implement tools/processes that enhance the progress of interdisciplinary teamwork; and to monitor current collaborative practices among health professionals and identify opportunities for improvement. The PHCE Coordinator is responsible for chairing this working group.

Funding for the PHCE Coordinator position is provided to one health organization for administrative purposes (i.e., Western Health Care Corporation), however, the position is a division of both health organizations (i.e., also Health and Community Services Western Region). For Regional administrative purposes, the PHCE Coordinator reports directly to the

Vice President, Medical Services who sits on the Joint Senior Team - Primary Health Care Sub-Committee. Examples include job description, performance appraisal, and progress reports. For local administrative purposes, the PHCE Coordinator reports to the Director of Nursing/Site Coordinator who sits on SIC. Examples include such things as vacation, sick, and education leaves as well as travel reimbursements. The SIC is also responsible for overseeing the budget for Primary Health Care Enhancement on the Southwest Coast.

The Primary Health Care Enhancement Administrative Assistant reports to the Primary Health Care Enhancement Coordinator.

Nature and Scope

This position is responsible for a wide range of activities that are consistent with the following framework document provided by the Provincial Primary Health Care Advisory Committee:

Moving Forward Together: Mobilizing Primary Health Care – A Framework for Primary Health Care Renewal in Newfoundland and Labrador (September 2003).

The PHCE Coordinator researches possible primary health care enhancement initiatives by surveying the literature both nationally and internationally. The PHCE Coordinator manages projects from their initial selection and approval through to their termination and integration into everyday practice on the Southwest Coast. Ensuring that projects are completed according to agreed upon cost, schedule, and performance criteria is an ongoing challenge.

The greatest challenge in the position is communication across two health organizations as well as up and down the hierarchy within each health organization. Projects often require staff participation. It is imperative that managers/clinical leaders are aware of their staff's involvement in PHCE initiatives (via senior management as well as front-line staff) and too, that they fully support their staff's participation. A regular communication link between the PHCE Coordinator and functional managers is essential to the success of PHCE projects.

The PHCE Coordinator requires a sound knowledge of other quality improvement initiatives underway across both health organizations. A database of quality improvement initiatives between the two health organizations could identify duplication of efforts across sites and ensure that existing best practices are utilized. Such a database is currently under development by the Community, Hospital, University Research Group (CHURG). Ideally, the Coordinator would work closely with the quality improvement department in each health organization as well as with CHURG to seek out collaborative opportunities.

Liaison with Regional Risk Management may be necessary when addressing projects aimed at reducing liability, decreasing hospital readmissions and improving the quality of care.

An integral linkage needs to exist between the Primary Health Care Enhancement Coordinator and parties in Information Technology. Of particular importance are those groups working on Meditech and CRMS. For Western Health Care Corporation, this would involve a liaison with the IT Steering Committee and the Information Management Performance Improvement Team. For Health and Community Services Western, this would involve a connection to the CRMS Steering Committee and the Information Management

Quality Improvement Team. Provincially, the Newfoundland and Labrador Centre for Health Information will be a key linkage.

Electronic interdisciplinary interaction (i.e., referral and documentation) is the building block upon which most Primary Health Care initiatives are established. Current primary health care enhancement efforts are focusing on the necessary background work needed to ensure the success of electronic communication. This includes interdisciplinary team building and the development of protocols and forms for Interdisciplinary communication. The IT platforms will provide an opportunity to monitor referral and interdisciplinary care. However, this assumes that such systems have been designed to provide such information.

The Coordinator also requires the cooperation of the Communications Director in each health board to ensure that Primary Health Care Enhancement efforts are communicated regularly to all health staff throughout the Western Region. Both Communications Directors will also be intricately involved in media strategies to frequently inform the community of Primary Health Care Enhancement plans and progress.

Various initiatives may require the negotiation of partnerships with outside agencies (e.g., Arthritis Society; Lung Association; Regional and Provincial Wellness Committees; Department of Psychiatry, Janeway Children's Hospital; Gateway Women's Centre). A positive image with the community is essential. The coordinator must be fully integrated into the community through committee work in order to achieve the rapport necessary for establishing effective partnerships.

The Coordinator participates on the following internal and external committees/meetings.

Internal:

- Southwest Coast Primary Health Care Enhancement Implementation Committee
- Regional Interdisciplinary Steering Committee
- Southwest Coast Interdisciplinary Working Group
- Site Performance Improvement Team
- Emergency Regional Performance Improvement Team - Telehealth Working Group

External:

- District Advisory Council
- Community, Hospital and University Research Group
- Peaceful Communities (i.e., mental health and violence)
- Zone Board (occasional e.g., Broadband Initiative, community planning days)
- Understanding the Early Years
- Community Education Network
- Western Regional Wellness Coalition
- Tobacco Free Network

Dimensions

Number of Staff: 1 Administrative Assistant
Annual Operating Expenses: \$110,000.00

Specific Accountabilities

1. Facilitate team building and collaborative working relationships among Western Health Care Corporation, Health and Community Services Western Region and the community of Port aux Basques
2. Research and bring forward leading edge Primary Health Care practices to the Southwest Coast Primary Health Care Enhancement Implementation Committee for consideration
3. Manage Primary Health Care Enhancement initiatives from start to finish (i.e., ultimate integration into everyday practices)
4. Maintain communications throughout Western Health Care Corporation and Health and Community Services Western Region as well as with the community and external partners
5. Provide verbal updates and Interim and Year-End Reports as required by the Joint Senior Team - Primary Health Care Sub-Committee
6. Assist the exchange of information with other Primary HealthCare Enhancement sites throughout the region.