

JOB DESCRIPTION

AFC No.: C1829

JOB TITLE:	PCN Digital Transformation Lead
BAND:	8a (Subject to Evaluation)
DEPARTMENT:	Your Health Partnership
GROUP:	Primary Care, Community and Therapies
RESPONSIBLE TO:	Directorate Lead
ACCOUNTABLE TO:	Group Director of Operations

JOB SUMMARY

The post holder will work with Clinical Directors and the leadership within a Primary Care Network (PCN) to create a vision to guide service improvements, identify opportunities to make tangible positive transformation, and provide the inspiration, expertise and leadership to deliver changes in a collaborative way. The post holder will support this vision to be developed in alignment with ICS strategy.

The post holder will plan, coordinate and directly support delivery of transformation activity in general practice within a PCN – with a view to improving patient access, quality and continuity of care, staff and patient satisfaction, and the efficiency and sustainability of general practice services.

The post holder will work closely with staff working at practices, such as practice managers and staff at the PCN to understand current service models, identify challenges, agree priorities for improvement and then support these to be delivered.

The post holder will develop strong relationships with their local PCN practices and will support the planning and delivery of improvements that will provide benefits to patients and staff.

The post holder will develop relationships with peers across other PCNs to share learning and expertise at place or system level.

The post holder will develop relationships with the ICS to discuss and agree local transformation plans and activity, and to support alignment with broader strategy, including the ICS's digital strategy.

Working with relevant colleagues in the ICS, the post holder will also develop relationships with local delivery partners (such as IT service providers and other NHS organisations) to support effective delivery of transformation. The post holder will work with the ICS to request specialist IT and estates expertise required to deliver transformation plans, in line with the ICS's delegated responsibilities for GPIT and GP estates.

The post holder will also work with the ICS to bring in other specialist support as required e.g. in analytics, evaluation, organisational development etc. Working with PCN leadership, the post holder will help to develop strategy related to transformation and improvement, aligning this with larger scale strategy and initiatives, particularly at ICS level; they will contribute to collaborative problem solving with other system partners, patients and communities; focussing their time on the planning, implementation and evaluation of practical improvements that make a difference to patients and staff in the PCN.

MAIN RESPONSIBILITIES:

Quality and Service improvements responsibilities

The core objective of the PCN Digital and Transformation Lead role is to support the PCN and its practices to deliver ongoing improvement to services. The role will require experience in quality / service improvement with expertise in transformational change and a good understanding of general practice systems and processes, including familiarity with general practice digital systems and how they can be used to deliver improvement.

This expertise will be used to:

1. Work alongside practices to understand current challenges to effective service delivery and identify solutions, including existing best practice within the PCN.
2. Drive the planning and prioritisation of changes that will improve delivery of care and improve patient and staff experience in the practices within the PCN.
3. Ensure all change is ultimately focussed on improving services for patients and is based on working with patients and communities to understand their needs and experiences.

4. Build relationships with practices across the PCN to develop consensus for improvements and to ensure all staff (clinical and non-clinical) are fully engaged throughout the process of selection, implementation, deployment and monitoring/evaluation of change, peer challenge and learning.
5. Develop and manage an overall transformation plan for the PCN, including identifying interdependencies, managing risks, considering the potential impacts on the wider organisation, and determining resource requirements.
6. Link with other PCN transformation leads, the ICS and other system partners to collaboratively solve problems, share learning, gain buy-in for transformation and to support alignment with wider strategy and improvement approaches.
7. Provide hands-on capacity and support to practices in implementing and sustaining agreed changes.
8. Support staff to identify and participate in relevant training and/or professional development opportunities that will support achievement of agreed improvements.
9. Support practices and staff to optimise use of existing functionality and new technology to deliver benefits for patients and staff and enable improvement.
10. Use improvement techniques to focus on delivery of changes and analysis of their impacts, providing feedback to staff on both positive and negative impacts of changes made.
11. Use data to support population health management and workforce planning.
12. Advise on innovative opportunities and support practices to maximise benefits from innovation, through the sharing of learning and best practice.
13. Develop and implement mechanisms for assessing the impact of agreed changes.
14. Keep PCN leadership and member practices updated on progress of current initiatives, capacity for change, progress and issues so that plans can be adapted in response.

15. Assess the PCN's transformation maturity and help the ICS understand local support needs, for example, facilitated by using relevant frameworks Information and data management

16. The post holder will need to have skills in relation to understanding and using 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.

17. Work in partnership with the ICS to identify relevant data sets and to support standardisation in the use of measures for understanding change and improvement in general practice.

18. Bring together data from a variety of sources and use information to develop insights into working practices, or support population health management, risk stratification or workforce planning, effectively tailoring content to meet the needs of the audience.

19. 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

20. 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.

21. Seek and secure analytical resource as required to support the PCN in developing and implementing appropriate data and information sharing mechanisms

22. Use data to track and assess impact of changes made to operational processes, and to track trends and developments over time.

Communication and Engagement

With responsibility for developing and supporting delivery of transformational projects across the PCN, the post holder will be skilled at engaging different stakeholders, bringing people together and gaining support and buy-in to change.

These skills will be used to:

1. Build and maintain good working relationships with a broad range of internal and external stakeholders, including with the ICS.
2. Initiate and participate in development of effective systems of communication and co-operation between practices, staff, and other members of the primary care team.
3. Ensure that changes are aligned with agreed clinical priorities and have ownership and engagement from clinical leaders and staff.
4. Support practices to communicate changes and new processes effectively and consistently to patients.
5. Identify best practice and learning from other areas that could be applicable to the local PCN and communicate this to staff.
6. Make connections across the PCN to support learning between practices and sharing of best practice.
7. Make connections with other PCNs, the ICS, other service delivery organisations, patients and communities to plan and deliver changes that will improve working between general practices and other primary and community care and wider care services.
8. Lead or participate in relevant working groups, project groups, service meetings and other forums across the PCN (and ICS) to agree changes, share learning, discuss challenges, and resolves issues.

Service Development

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

These skills will be used to:

1. Maintain a good knowledge of key policies from the Department of Health and Social Care, NHS England and other relevant government departments and agencies, and support PCN staff to understand and interpret these locally.
2. Collaborate with peers in other PCNs and work with the local ICS to support the development of overall primary care transformation strategies, including digital

transformation strategies, and their delivery.

3. Support the PCN and member practices to adapt and apply specific policies and initiatives to local needs and to prioritise initiatives based on local requirements

CONFIDENTIALITY:

- The post holder must maintain confidentiality of information relating to patients, staff and other Health Service business.

HEALTH AND SAFETY:

- Employees must be aware of the responsibilities placed on them under the Health & Safety at Work Act (1974) and the Manual Handling Operations Regulations (1992). This ensures that the agreed safety procedures are carried out to maintain a safe environment for employees, patients and visitors to the Trust.
- If you are a manager, you will be responsible for the Trust's policy on Health and Safety and for taking all reasonable steps to maintain and where necessary to improve health and safety standards. This will include training to ensure that all employees are able to carry out their health and safety responsibilities effectively.

RISK MANAGEMENT:

- All staff have a responsibility to report all clinical and non-clinical accidents or incidents promptly and, when requested, to co-operate with any investigation undertaken.

EQUAL OPPORTUNITIES:

- The Trust has a clear commitment to its equal opportunities policy, and it is the duty of every employee to comply with the detail and spirit of the policy.

CONFLICT OF INTEREST:

- The Trust is responsible for ensuring that the service provided for patients in its care meets the highest standard. Equally it is responsible for ensuring that staff do not abuse their official position for personal gain or to benefit their family or friends. The Trust's Standing Orders require any officer to declare

any interest, direct or indirect with contracts involving the Trust. Staff are not allowed to further their private interests in the course of their NHS duties.

USE OF INFORMATION TECHNOLOGY:

- To undertake duties and development related to computerised information management to meet the changing needs and priorities of the Trust, as determined by your manager and in accordance with the grade of the post.

SAFEGUARDING – CHILDREN/YOUNG PEOPLE AND VULNERABLE ADULTS:

- Every employee has a responsibility to ensure the safeguarding of children and vulnerable adults at all times and must report any concerns immediately as made clear in the Trust's Safeguarding Policies.

INFECTION CONTROL:

- The Trust is committed to reducing the risk of health care acquired infection. Accordingly, it is essential that you adhere to all Trust infection control policies, procedures and protocols (to include hand decontamination, correct use of PPE (Personal Protective Equipment) and care and management of patients with communicable infections). You are required to report any breaches/concerns promptly using the Trust's incident reporting system.

SMOKING:

- This Trust acknowledges its responsibility to provide a safe, smoke free environment, for its employees, service users and visitors. Smoking is therefore not permitted at any point whilst on duty, in accordance with the guidelines set down within the Trust No-Smoking Policy.

The above duties and responsibilities are intended to represent current priorities and are not meant to be a conclusive list. The post holder may from time to time be asked to undertake other reasonable duties. Any changes will be made in discussion with the post holder in the light of service needs and will be commensurate with the grade and competencies of the post.

I agree that this Job Description is an accurate reflection of my current role and responsibilities.

Name:



Signature:

Date: