

POSITION:	Medical Director, High Risk Maternal/Newborn Program	DATE:	August 2004
REPORTS TO:	Senior Clinical Vice President	ANALYST:	MAR
DEPARTMENT:	Region Women's Health	REVISED:	
JOB CODE:	1856	REVISED BY:	
AREA #:	456	DOC #:	1856-456.doc

POSITION PURPOSE:

Responsible for the development and maintenance of a comprehensive, integrated, evidence-based high-risk maternal/newborn care program for the Health Care System within the framework of the Mission, Vision, and Values of Health Care and the University Medical School, clinical campus.

REPORTING RELATIONSHIP:

- Reports to Senior Clinical Vice President, who in turn reports to the President/CEO of the Center.
- Reporting to this position are the Maternal-Fetal Medicine Physicians throughout the Center.

ESSENTIAL FUNCTIONS:

- Provides dynamic leadership and medical direction to the Center and University maternal-fetal medicine physicians to create a system-wide perinatology service that meets the needs of physicians in a variety of healthcare settings throughout the eastern state.
- Establishes collegial and productive relationships with referring physicians, which form the foundation of trust and credibility for program development.
- Facilitates multidisciplinary, high-performing, system-wide groups to:
 - Develop clinical guidelines for high-risk maternal/newborn care
 - Create a process for assessment, stabilization, and transfer for mothers and newborns.
 - Develop guidelines for admission to Level I, II, and III Centers
 - Maintains knowledge of current research and technology.
- Develops and implements a plan to optimize maternal-fetal medicine and neonatology subspecialty expertise and availability throughout the system with appropriate use of telemedicine technology and ancillary support.
- Develops and implements a clinical technology plan to support clinical objectives.
- Establishes benchmarks for quality and service and assures national and professional standards are met or exceeded.
- Creates new programs that meet patient and consulting physician needs.

Job Title: Medical Director, High Risk Maternal/Newborn Program
Job Code: 1856
Page 2
Doc. #: 1856-456.doc

- Initiates and participates in ongoing dialogue with all constituents, i.e., referring physicians, patient customers, colleagues, and UW and Women's Health leadership, for prompt problem identification and resolution.
- Assures full-time staffing of Level III Centers.
- Assures 24/7 access to experts for high risk maternal / newborn care.
- Works with Regional Medical Directors in accomplishment of regional and system goals.
- Attends rounds, seminars, and conferences pertaining to the education of medical students, residents, faculty, and staff.
- Maintains a collaborative relationship with Neonatology Leadership.
- Provides clinical service on a routine basis.
- Participates in nights and weekend perinatology consultation Call Schedule.
- Provides leadership in developing/enhancing the educational curriculum for Obstetrics and Gynecology residents in perinatology and ultrasound, thereby strengthening the Obstetrics and Gynecology academic program.

NON-ESSENTIAL FUNCTIONS:

The following non-essential job functions are listed to inform you of significant duties and/or skills that form some of the bases for evaluation for merit increases of employees in this position. This does not exclude consideration of applicants who do not possess the ability to perform those skills or duties upon application:

- Performs other duties as assigned or as necessity dictates.

SPECIALIZED KNOW-HOW & REQUIREMENTS:

- Current license to practice medicine granted by the State of Wisconsin.
- Current board certification granted by American Board of Obstetrics and Gynecology (ABOG).
- Minimum of 5-10 years clinical experience as a Maternal Fetal Medicine Physician.
- Minimum of 3 years in positions of progressive leadership.

Job Title: Medical Director, High Risk Maternal/Newborn Program
Job Code: 1856
Page 3
Doc. #: 1856-456.doc

- Demonstrated success in developing collaborative and collegial relationships with referring physicians and peers.
- Demonstrated success in setting and meeting the highest service standards.
- Demonstrated skills in building consensus and leading successful teams.
- Effective, engaging communication skills.

MENTAL/PHYSICAL REQUIREMENTS:

- Will generally be exposed to a normal office environment.
- This position requires travel so will be exposed to weather and road conditions.
- May be exposed to human blood and body fluids, so therefore must wear protective clothing as required.
- May be exposed to mechanical, electrical, chemical and explosive hazards.
- Must have functional speech, vision, smell, touch and hearing.
- Must be able to operate all equipment essential in performing the job.