

JOB SPECIFIC PERFORMANCE PLAN

Position: Breast Health Advocate

JobCode: 4349

Division/Department: Breast Health Services

Job Summary: Serves as a consistent care coordinator throughout the continuum of care for women diagnosed with breast cancer. Provides education regarding breast health and breast self-exam to community/corporate groups to increase early detection of breast cancer. Carries out all responsibilities in accordance with the organization's core values, applicable policies, procedures, and civil laws, the Corporate Responsibility Program.

1. Serves as a consistent care coordinator throughout the continuum of care for women diagnosed with breast cancer
 - a. Assesses emotional and psychosocial needs and provides support to the patient once a cancer diagnosis has been made.
 - b. Communicates with and supports family members during diagnosis and treatment.
 - c. Assists patients with referrals to surgeons and other medical specialists.
 - d. Assists patient with referrals to social worker or other non-medical resources.
 - e. Provides resource information as necessary, i.e. medical or community resources.

2. Provides referrals/support for follow-up care for women diagnosed with breast cancer who are uninsured or underinsured.
 - a. Supports the needs of those women with financial needs by keeping up-to-date on potential financial resources.
 - b. Assists patients with referrals to financial counselors and other agencies.
 - c. Coordinates alternative payment arrangements with physicians and other medical professionals.
 - d. Provides information regarding the Mobile Mammography program to increase access.

3. Effectively formulates strategies, tactics and action plans for desired results.
 - a. Assesses need for women's health services within the community.
 - b. Coordinates applicable services to meet need/demand.
 - c. Seeks creative alternatives when traditional methods of practice are unworkable.
 - d. Effectively solves problems that cross organizational boundaries.

4. Provides breast health education, including the importance of early detection of breast cancer, to individuals and organizations, particularly minorities, low-income and working-poor women.
 - a. Trains other community organization representatives in early detection methods.
 - b. Provides training/support in early detection for low-income and minority groups.
 - c. Deals effectively with fiscal restraints.
 - d. Effectively commits resources of staff, funds, and time.

5. Represents the Breast Health Center and functions as a liaison for management staff, administration, physicians, managed care companies, community organizations, and other customers.
 - a. Participates in community meetings/organizations, including formal presentations, regarding breast health and breast cancer.
 - b. Works closely with the American Cancer Society to coordinate services for those in need.
 - c. Serves as a liaison for those requesting information about _____ ; or the Breast Health Center.
 - d. Possesses a strong capacity to make a greater contribution to the organization.

6. Supports the needs of the Medical Staff as it relates to breast cancer
 - a. Participates in performance improvement initiatives, particularly those associated with the continuum of care of a breast cancer diagnosis.
 - b. Provides Medical Staff with the latest information regarding breast health.
 - c. Assists Medical Staff as necessary while guiding a patient through a breast cancer diagnosis and treatment
 - d. Demonstrates an ability to think along constructive original lines.