



**North Eastman Health Association Inc.  
Job Description**

**Director, Primary Health Care Services**

**DRAFT**

**Position Summary**

The Director, Primary Health Care Services, as a member of the Regional Management Team, is responsible for development, coordination, implementation and evaluation of the regional Health Promotion Activities. Primary responsibilities relate to program management, leadership of the district Primary Health Care Teams; collaboration with community based health services (mental health, public health etc) and other human services sectors in order to develop the primary health care model throughout the North Eastman region. The Director, Primary Health Care Services functions in accordance with the Association's Mission, Vision and Values, policies and procedures and ensures all practices are consistent with relevant legislation and professional standards.

**Reports to:** Vice-President, Programs & Services

**Supervisory to:**

- Wellness Facilitators
- Primary Health Care / Advance Practice Nurses
- Community Dietitians
- Community Social Workers

**Qualifications:**

Education and Experience

- Masters Degree or Baccalaureate Degree in a health care profession or human/social service, with a minimum of four years related experience; or a suitable combination of education and health care experience relevant to the position.
- Advanced preparation in health services management preferred.

Knowledge, skills and abilities

- Demonstrated ability to provide leadership to a multi-disciplinary team.
- Excellent organizational, communication and interpersonal skills.
- Ability to work with other human services such as education, justice and family services.
- Knowledge and respect for the Aboriginal culture is essential.
- Knowledge of management processes, regulations and standards pertaining to Health Care Services in Manitoba desirable.

## **Position Duties and Responsibilities**

### HEALTH PROMOTION PROGRAM MANAGEMENT

Will provide leadership in the development of Primary Health Care model in the five planning districts of North Eastman. This includes planning with the district team members, community program managers and physicians to ensure implementation of health promotion strategies including:

- Promotes interest related to healthy communities through involvement of the community in identification and reinforcement of aspects of everyday life, which are conducive to health.
- Assists in the development of self-help groups
- Assists in the development of community based initiatives such as wellness information libraries, health corners.
- Works with communities to develop healthy policy such as 'heart-smart' menus in local restaurants, smoke-free environments etc.
- Mobilizes community support for physical fitness/activity programs.
- Promotes awareness of safety and accident prevention strategies.
- Develops and implements health promotion and health education programs based on identified needs.
- Works closely with community and consumer groups to increase the visibility of health promotion programs.
- Evaluates on an ongoing basis program delivery and outcome.
- Optimizes research data and statistics in planning health promotion activities
- Works closely with other health promotion organizations such as the Alliance for Prevention of Chronic Disease, Heart & Stroke Foundation etc
- Maintains close communication with other client care programs.
- Ensures accurate and appropriate documentation of all health promotion activities and resources.
- Participates in orientation processes to ensure that there is understanding of programs and services both internal to the organization and with other human services groups.
- Facilitates processes to encourage multi-disciplinary case management.
- Develops and maintains intersectoral linkages and partnerships with community organizations and citizens.

### Human Resources Management

- Ensures the availability of competent and proficient staff necessary to provide and support the highest quality of care possible within existing resources.
- Manages human resources and interprets and applies regional policies and Collective Agreements.
- Provides leadership to create an environment conducive to effective working relationships.
- Hires and selects staff, including responsibility for interviewing applicants and selecting the successful candidate and has authority to promote / select for internal positions.

- Determines initial salary placement and/or academic allowances consistent with Collective Agreements and regional policy.
- Establishes standards and monitors performance, conducts performance reviews of personnel and is responsible for follow up thereafter.
- Coaches and facilitates performance of personnel in the program.
- Identify skill levels and knowledge requirements for staff.
- Identify staff potential and promote their development to enhance care delivery.
- Develops training / education plans to address deficiencies, disciplinary and developmental issues, as appropriate.
- Identifies and implements the necessary remedial measures to correct performance or disciplinary problems and is responsible for applying discipline including suspension and/or dismissal.
- Is responsible for receiving and dealing with grievances at the complaint stage and step one of the grievance procedure, and thereafter.
- Participates in the collective bargaining process.
- Assigns staff consistent with operational needs and contractual requirements.
- Grants leaves of absence, schedule vacations, authorize overtime, etc.
- Responsible for attendance management of all staff in the program.

#### Fiscal Management

- Allocates human, financial, space resources to meet the needs of the program.
- Prepares an annual program capital and operating budget by determining staffing levels and supplying equipment needs.
- Approves expenditures for the program.
- Monitors the budget on a regular basis and takes corrective action as necessary.
- With the assistance of program staff, identifies areas of unnecessary expenditure and supplies and services and devises and implements methods to reduce and/or reallocate same.
- Reviews monthly financial reports.
- Investigates discrepancies and takes corrective action as necessary.
- Prepares variance analysis.
- Maintains records as necessary for scheduling / payroll.

#### Communications

- Maintains good communication of information between Regional /Senior Management and the Primary Health Care Teams and visa versa.
- Demonstrates effective communication skills and interpersonal skills in the accomplishment of responsibilities. Models and facilitates effective group dynamics.
- Communicates and maintains functional relationships with the appropriate managers to promote efficient multi-disciplinary/intersectoral functioning.
- Maintain close interaction and communication with Vice President Program and Services.
- Communicates with outside agencies to ensure continuity of services.
- Ensures that systems for confidentiality regarding patients and staff are maintained and are consistent with legislative, professional and organizational policies.

### Policy Development and Professional Standards

- Participates in the development of regional and program policies and procedures.
- Identifies the need for revision to regional program policies and procedures and participates in the review and revision of same.
- Implements policy directives and establishes and evaluates feedback mechanisms.

### Program Planning

- Responsible for program planning of new programs and revision of existing programs in collaboration with program staff, the Management Team and Vice President Programs and Services, including identifying needs, conducting utilization studies, researching feasibility, coordinating receipt analysis of information, establishing logistics, formalizing proposals, and implementing and conducting ongoing monitoring and evaluation.
- Participates in strategic planning for the program.
- Identifies trends and formulates plans to ensure capabilities meet/exceed future needs.

### Quality Management

- Participate in organizational development activities as required.
- Participates in Regional Quality Improvement initiatives, specifically identifying areas for improvement of the Primary Health Care model.
- Participates in the Accreditation process, as required.

### Committee Participation

- Member of the Regional Management Team.
- Represents Primary Health Care on specific committee, task forces and or working groups as assigned by Vice President Programs & Services.
- Encourages staff to participate on various committees as requested.

### Professional Development

- Maintains and updates professional skills, certification, management skills and knowledge based through continuing education programs, literature reviews, publications and presentations.
- Maintains knowledge of new developments in program areas through journal reviews, interest groups, lectures, and committee work.

Revised:

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Date

Approved by:

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Manager/ Supervisor

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Date

Approved by:

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Vice President/ CEO

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Date

Reviewed by:

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Director, Human Resources

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Date