

# Sample Telemedicine Job Descriptions



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# STAFF ROLES AND JOB DESCRIPTIONS

The Telemedicine clinic staff, from the Medical Director to the Site Coordinator, have a unique set of duties and responsibilities, in addition to their traditional roles within their organization. These responsibilities require an elevated skill set that is reflected in the sample job duties and job descriptions in the following pages.

In this document, you will find reference to the following roles on the telemedicine team:

1. Medical Director
2. Site Coordinator for the Patient Site
3. Site Coordinator for the Specialty Site
4. Instructor
5. Clinic Manager
6. Technical Support

# TELEMEDICINE MEDICAL DIRECTOR

## Purpose:

To provide oversight of all clinical activities, including clinical quality improvement, and serve as a liaison between referring and consulting physicians.

## Duties:

- Oversee the implementation plan of sites, specialties, and other telemedicine clinical and educational services.
- Assist in coordinating clinical activities with participating specialists, evaluates scopes and other peripheral devices for clinical appropriateness, provides guidance on the potential uses of telemedicine, and outlines the opportunities and limitations of the technology.
- Responsible for evaluation and research in the areas of equipment utilization, cost-benefit analysis, and clinical efficacy and outcomes.
- Participate in policy development at the local, state, and federal level.
- Incorporate telemedicine as a strategy in the area of rural health and affiliation development.
- Act as liaison to the medical community, providing education regarding the appropriate applications and opportunities provided by telemedicine.

# TELEMEDICINE SITE COORDINATOR PATIENT SITE

## General:

Serve as point-of-contact for telemedicine activities at health care facility. Responsible for operation of telemedicine program at individual site. Schedule appointments, set up and test equipment, collect evaluation data, support physicians and other providers during consultation, promote program in local community.

## PROGRAM COORDINATION

- Serve as the primary contact for scheduling of the telemedicine and videoconferencing equipment.
- Organize on-site training for users of the telemedicine, videoconferencing, and remote monitoring systems.
- Responsible for working with appropriate site staff to bill for telemedicine services.
- Organize demonstrations of the system for visitors.
- Provide or arrange for basic technical support and perform or provide for general system maintenance.
- Coordinate with the technical support team to ensure that problems and system development needs are addressed.
- Assist in data collection and report generation.

## TELEMEDICINE CLINIC ADMINISTRATION

- Triage incoming telephone calls and appropriately handle each call by obtaining adequate information to make a proper telemedicine referral, and schedule the teleconsultation.
- Prepare consult room and equipment prior to scheduled consults. Make sure successful video connection has been made and stand by during consult to provide technical assistance when necessary.
- Create and distribute telemedicine clinic schedules, promotional material, documents, consent forms, satisfaction surveys, and various items of information to on-site medical staff and patients.

## PATIENT CARE COORDINATION

- Answer patient/family and referring physician questions appropriately and within the realm of knowledge/expertise, and expediently and appropriately relay the information to the proper. Provide follow-through to ensure that all issues/questions are resolved .

# TELEMEDICINE SITE COORDINATOR PATIENT SITE, page 2

- Act as a liaison between referring physicians, patients, staff and consultants, clinic staff, patient accounts, funding sources, and other departments or services as needed.
- Assist the consultant physician with scheduling the patient for clinic appointments, procedures or with a direct admission, if the patient requires hospitalization, as outlined in health facility protocols.

## **EDUCATION AND OUTREACH**

- Facilitate the operation of continuing educational programming utilizing the telemedicine equipment.
- Responsible for scheduling telemedicine facilities and for the technical preparation for educational sessions.

## **SKILLS, KNOWLEDGE AND ABILITIES**

- Good verbal and written communication skills.
- Experience working in a clinical setting with technicians, nurses and physicians.
- General knowledge of patient scheduling systems and billing system.
- Computer skills and an ability to learn and understand the general technical requirements for the telemedicine system. With training, ability to provide basic technical support and to triage more difficult problems to appropriate staff.
- Proficiently operate a PC, and experience with/or ability to learn word processing, spreadsheet, database, e-mail and internet programs (Excel, Word, Access, etc.).
- Organizational skills to prioritize workload and meet deadlines, develop and carry-out project assignments in an efficient and timely manner and to provide accurate and succinct documentation of activities.
- Demonstrated ability to communicate effectively with physicians and clinical staff. Ability to positively represent telemedicine to external organizations and participants.
- Ability to exercise tact, courtesy and diplomacy when dealing with individuals at any level.
- Ability to maintain confidentiality, exercise discretion, use independent and mature judgment, work independently without supervision and commitment to excellence.

# TELEMEDICINE SITE COORDINATOR SPECIALTY SITE

## General:

This position reports directly to the Telemedicine clinic supervisor, and has primary responsibility for the daily operation of a Telemedicine Clinic. The Telemedicine Program utilizes systems designed for clinical episodes, but will also manage lower-end videoconferencing systems that will be used for administrative meetings and distance education. Thus, this position will be responsible for different levels of equipment usage. The incumbent will also assist with front office services which will include reception, scheduling, registration, authorizations and referrals, billing support, medical records, database creation, management, and report generation, and administrative support.

## Purpose:

As Clinic Operations Coordinator, provide support for all activities involving specialty consultation services via telemedicine at various telemedicine consult sites throughout the Specialty Center Campus. Ensure that remote sites adhere to registration, referral authorization, delivery and evaluation protocols; collect data for analysis; provide support to physicians and other providers during consultations, and provide basic registration, billing, and database management and reporting services. Responsible for basic troubleshooting of video equipment as needed.

## Duties:

### **CLINIC ASSISTANCE AND PATIENT CARE COORDINATION**

- Answer referring physician questions appropriately and within the realm of knowledge/expertise, and expediently and appropriately relay the information to the proper clinician. Provide follow-through to ensure that all issues/questions are resolved.
- Serve as the primary contact for scheduling telemedicine consultations in the Main Hospital telemedicine suites. Act as a liaison between referring physicians, Specialty physicians, and clinic staff.
- Prepare main consult room and equipment prior to scheduled consults. Make sure successful video connection has been made, and stand-by during consult to provide technical assistance when necessary.
- Communicate with Telemedicine clinic staff regarding consult and patient schedules, and advise when changes are needed.
- Distribute clinic schedules, promotional material, documents, satisfaction surveys, and various items of information to on-site medical staff.
- Responsible for the smooth operation of the consult clinic. Duties include notifying specialist of upcoming appointments, printing daily patient schedules, gathering appropriate medical record information, and remaining on-site during consults to assist with unforeseen difficulties.

# TELEMEDICINE SITE COORDINATOR SPECIALTY SITE, page 2

- Triage incoming telephone calls and appropriately handle each call by obtaining adequate information to make a proper telemedicine referral and schedule the teleconsultation.
- Responsible for patient registration, scheduling and billing activities for all patients seen via telemedicine. Prepare bills, check for completeness, and forward to billing personnel for processing. Reconcile reports and resolve discrepancies.

## **ADMINISTRATION**

- Adhere to performance standards specified in Operations Policy and Procedures Manual.
- Responsible for data collection, entry, and report generation utilizing database software.
- Assist in scheduling faculty coverage for telemedicine clinic.
- Participate in quality improvement and program development activities.
- Coordinate and participate in demonstrations upon request from Program Coordinator, Department Manager and Medical Director.
- Provide back-up coverage for clinic phones, and clinic-related activities at other Telemedicine consult suite sites on an as-needed basis.
- Other related telemedicine duties as defined by Clinic Supervisor.

## **TECHNICAL ASSISTANCE**

- Independently troubleshoot minor technical difficulties, and escalate to technical staff when appropriate.
- Coordinate with the technical support team to ensure problems and system development needs are addressed.

## **SKILLS, KNOWLEDGE AND ABILITIES**

- Excellent verbal and written communication skills, and the demonstrated ability to understand and to convey information clearly.
- Telemedicine clinic experience and Knowledge of various telemedicine technologies preferred.
- Experience working in or with a rural clinical setting with technicians, nurses and physicians preferred.
- Experience working in an academic clinical environment preferred.
- Experience working in or with correctional facilities preferred.

# TELEMEDICINE SITE COORDINATOR SPECIALTY SITE, page 3

- Excellent computer skills and an ability to learn and understand the general technical requirements for the telemedicine systems.
- Ability to provide basic technical support and to triage more difficult problems to appropriate staff.
- Ability and skill to proficiently operate a PC for Excel, Word, Word Perfect, Access, Internet.
- Organizational skills to prioritize workload and meet deadlines, develop and carry-out project assignments in an efficient and timely manner and to provide accurate and succinct documentation of activities.
- Demonstrated ability to communicate effectively with physicians, clinical and technical staff.
- Ability to positively represent Specialty Center to external organizations and remote sites.
- Skill to exercise tact, courtesy and diplomacy when dealing with individuals at any level within or outside the Specialty Center.
- Ability to recognize relationship challenges with referring sites and specialists, and the ability to initiate appropriate action to resolve them.
- Analytical skills to independently and tactfully assume responsibility for coordination and completion of complex projects requiring interactions with many individuals in a matrix organizational structure.
- Skill and ability to analyze financial data and compile accurate reports to meet monthly deadlines.
- Ability to maintain confidentiality, exercise discretion, use independent and mature judgment, work without close supervision and commit to excellence.
- Ability to work with minimal direction and to take the initiative to follow-up on projects.
- Ability to work in an isolated environment without the assistance of team members for extended periods of time.



# TELEMEDICINE INSTRUCTOR

## TRAINING & USER SUPPORT

- Conduct classes and independent training sessions both on-site at the Specialty Center and at remote locations utilizing pre-established guidelines and curriculum
- Assess training needs and develop skill-appropriate sessions
- Prepare for users a comprehensive, clear, and understandable set of instructions describing system processes and user support processes as necessary to maintain and verify system operations.
- Assist in the preparation of technical documentation of the system for several levels of expertise: general users, system administrators, programmers.
- Document user questions and develop a log system to track technical problems and develop solutions
- Respond to phone and videoconference user questions in an organized and productive manner
- Assist Telemedicine Team members in deployment of multi-media presentations, oftentimes resulting in traveling to remote sites and overtime.

## SYSTEM TEST AND INSTALLATION

- Plan and coordinate with user to develop validation, performance and acceptance criteria
- Through testing, identify and coordinate corrective modifications to the system
- Provide back-up for the Installer to ensure that implementation deadlines are met

## SYSTEM DEVELOPMENT

- Provide technical assistance to other Development Team programmers and/or user analysts
- Coordinate directly with user management and other Team members during development phases
- Maintain knowledge of programming and analysis technologies as needed to design improved computerized systems
- Evaluate and suggest technologies/methodologies that may improve the development/support effort of the programming staff
- Participate in site visits to evaluate location and technology infrastructure needs
- Integrate various hardware components, as needed (e.g. CPU, monitor/s, speakers, microphone, cameras, scopes, VCR, scanners, printers)to develop clinical tools
- Update program W/O diagrams to reflect modifications

# TELEMEDICINE INSTRUCTOR, page 2

## SKILLS, KNOWLEDGE, AND ABILITIES

- Ability to work as a team member with excellent communication skills necessary to effectively contribute to a creative group
- Demonstrated experience in creating and presenting oral and written material to large and small groups
- Ability to travel by car to remote locations, driving for up to 4 hours each way .
- Ability to work independently and to set and meet deadlines
- Demonstrated technical writing skills sufficient to communicate complex systems to diverse audiences
- Experience working in a clinical setting and demonstrated ability to communicate effectively with physicians and clinical staff
- Proven ability to train clinical and administrative staff who have various levels of technical expertise
- Ability to be focused to accomplish goals, but to be flexible and adapt to diverse situations
- Demonstrated organizational skills necessary to set and meet deadlines
- Ability to isolate and diagnose hardware and software problems in a LAN/WAN environment and to recommend and implement the most effective course of correction
- Experience with installation, configuration, maintenance, and trouble-shooting
- Knowledge of analysis and design techniques needed to understand user requirements and compose a functional computerized application system.
- Ability to use logic and flow diagrams to describe the functional processes of the system at a level that both end users and programmers can understand.
- Demonstrated comprehensive understanding of the capabilities and limitations of computers. Ability to recognize processes that can easily be automated and those that cannot.

# TELEMEDICINE SPECIALTY SITE CLINIC MANAGER

This position reports directly to the Medical Director and has primary responsibility for the daily operation of the outpatient Telemedicine Clinics. This position is responsible for supervising the telemedicine clinic staff, for implementing new clinical contracts, for process improvement, and for coordinating with many specialty departments to ensure coverage for this "virtual" multi-specialty clinic.

## **CLINIC MANAGEMENT:**

- Responsible for direct supervision of Telemedicine clinic staff.
- Act as liaison between customers (specialists and remote site referring physicians) and clinic staff to assure effective communication and efficient clinic operation.
- Assure all clinics are covered at all times (phone coverage and clinic coverage). Prepare annual employee evaluations for clinic staff.
- Provide coverage for clinic coordinators for sick and vacation leave, etc.
- Work with clinic coordinators, et al., to develop communication and program marketing activities to introduce new clinical services or increase referrals for specialty clinics on an as-needed basis.
- Supervise the design and maintenance of scheduling templates for clinic operations.
- Responsible for immediate decision making that would involve issues such as canceling clinics due to technical difficulties, releasing specialists due to patients not keeping their appointments, and/or for releasing contracted customers from specific payment responsibility (i.e. phone charges if appointments are missed or rescheduled).
- Prepare capacity projections by reviewing clinic productivity and collections reports. Based on these reports, and an understanding of new contracting opportunities created by business development activities, recommend specialty coverage needs. Reports must integrate volume and payer mix analysis. Responsible for specialty department negotiations and documentation of these agreements, as well as ensuring payment to specialty departments, in coordination with Finance team.
- Prepare and analyze monthly reports on wait-times for TM clinic appointments in each specialty to support capacity planning recommendations
- Oversee staff operations to assure all patients seen in the clinic are registered prior to the consult, and bills have been processed according to hospital Ambulatory Care standards. Assure all consults have been dictated, and dictation is received at remote site, as well as in the patient's medical record at the hospital site. Perform
- random audits at remote sites and in hospital Medical Records as part of the program's overall Clinical Quality Improvement activity. Assure timeliness of patient scheduling. Monitor and analyze clinic performance reports and make recommendations designed to improve or enhance clinic performance.
- Responsible for assuring clinics and coordinators are equipped with all necessary programs, computers, Information Services access needed to complete job duties. Responsible for assuring telemedicine equipment in each consult suite is adequate for the current need, as well as in reliable working order, and upgraded to meet current industry standards.
- From billing system, produce regular reports on billing and collection activities. Develop recommendations and solutions if issues are identified.

# TELEMEDICINE SPECIALTY SITE CLINIC MANAGER, page 2

- Supervise abstracting and billing function of the billing analyst. Assure coding and billing activities are in compliance with Ambulatory Clinic standards for accuracy as well as timeliness. Work with clinic coordinators, physicians and billing analyst to minimize lag times.
- Perform billing and financial analysis, and provide recommendations regarding the budget as it pertains to purchasing or releasing specialty time.
- In partnership with Medical Director, act as primary contact and liaison to the professional billing group on behalf of center for all process and policy issues.
- Analyze insurance denial reports for process improvement. Work with professional billing group and/or clinic staff to determine further action (training of clinic staff or educating payers) to prevent reoccurrence.
- Audit patient database. Compare database with clinic schedule and billing reports to make sure invoices have been processed for all patients seen.

## **PROCESS IMPROVEMENT & CUSTOMER SERVICE QUALITY MAINTENANCE**

- Work with technical team to automate as many clinic processes as possible. This includes resource scheduling, technical trouble-shooting, tracking of remote sites and their related technical information and personnel information, etc.
- Coordinate with the technical support team to ensure problems and system development needs are addressed. This includes tracking technical issues (e.g. closely monitoring trouble-shooting listserv) and jointly developing training opportunities and technical enhancements.
- Assess level of customer service for remote site coordinators by working directly with remote site coordinators and referring physicians. Act as primary point of contact for job performance feedback from remote site coordinators.
- Assess level of customer service for specialists. Work with team to poll all specialists on their satisfaction with the TM clinic operations, the quality of referrals from remote sites, as well as the quality of patient presentation. Notify instructor when training needs are identified.
- Provide organized feedback regarding operational issues and administrative matters to medical director, and make recommendations to facilitate further program development.
- From Excel spreadsheet received from billing group, prepare quarterly reports on collections by specialty, and collections by insurance provider. Produce quarterly collection reports for each specialty, comparing them to their department's overall collection ratio. Develop recommendations and solutions if issues are identified.
- Key member of department Clinical Quality Improvement meetings. Responsible for recommending, tracking and reporting on clinic-specific CQI measurements.
- Ensure that all regulatory and legal requirements are implemented in the unique telemedicine setting. Communicate with remote sites to ensure a clear understanding of the Telemedicine legal and regulatory environment (examples: JCAHO, HIPAA, reimbursement) .

# TELEMEDICINE SPECIALTY SITE CLINIC MANAGER, page 3

## DATABASE MANAGEMENT

- Oversee the clinic database (necessary for clinic operations and health services research), including coordination with programming staff for necessary enhancements of the application to support clinic operations. Review activity on Referral Status web page. Work with remote site coordinators to make sure all their referrals are showing up on the web correctly. If problems exist with data not showing up on the web, determine whether it's a system or staff problem, and resolve accordingly. If the remote site doesn't have access to the web, make sure they receive their reports on a weekly basis.
- From Excel pivot table, prepare and analyze monthly reports on the following: Clinic volume by specialty; clinic volume by location; DNKA by site and specialty. Develop recommendations and solutions if issues are identified.

## MISCELLANEOUS

- Act as back-up to lead instructor on an as-needed basis.
- Coordinate Public Relations communication to hospital departments and remote sites. Participate in demonstrations to visiting news media, government officials, as well as partner hospital administrators and physicians.
- Other related telemedicine duties as defined by the Telemedicine Operations Manager, Chief Administrative Officer, and Medical Director.

## SKILLS, KNOWLEDGE AND ABILITIES

- Minimum of 2 years of recent hospital Ambulatory Care or clinic supervision experience required. Demonstrated ability to motivate staff to achieve optimal individual and team performance.
- Completion of Supervisor Series course desired.
- Demonstrated analytic ability to identify process or performance issues and develop recommendations using multiple information sources.
- Excellent verbal and written communication skills, and the demonstrated ability to understand and to convey information clearly
- Understanding of the legal and regulatory health care environment and analytic skills to implement policies in the unique telemedicine setting.
- Excellent computer skills and an ability to learn and understand the general technical requirements for the telemedicine systems. Ability to provide basic technical support and to triage more difficult problems to appropriate staff. Ability and skill to proficiently operate a PC for Excel, Word, Lotus Notes, Internet, Invision, Signature, and all hospital registration, scheduling and billing systems.

## TELEMEDICINE SPECIALTY SITE CLINIC MANAGER, page 4

- Organizational skills to prioritize workload and meet deadlines, develop and carry-out project assignments in an efficient and timely manner and to provide accurate and succinct documentation of activities.
- Demonstrated ability to communicate effectively with physicians, clinical and technical staff.
- Skill to exercise tact, courtesy and diplomacy when dealing with individuals at any level within or outside the organization.
- Ability to maintain confidentiality, exercise discretion, use independent and mature judgment, work without close supervision and commit to excellence.
- Ability to work with minimal direction and to take the initiative to follow-up on projects.
- Ability to lead a team in a dynamic and highly visible unit, which requires a high degree of professionalism and flexibility.
- Ability to develop new operational processes and to teach these procedures to team members, to site coordinators, and to clinicians.

# TELEMEDICINE TECHNICAL SUPPORT

## Purpose:

The Telemedicine Program primarily utilizes systems and devices for the distribution and dissemination of healthcare services, education, and information. The program also investigates, integrates, and maintains videoconferencing systems for use by administration, education, and patient care activities. The primary responsibility of this position is technical investigation and support for the telemedicine program and its related activities.

## Duties:

### **HARDWARE/SOFTWARE INSTALLATION CONFIGURATION AND MAINTENANCE**

- Install, configure, test and maintain application systems, operating systems and communication software in a heterogeneous environment.
- Install, configure, maintain, and test video conferencing hardware/software including PCs, NICs, hard drives, and RAM.
- Install, configure and test software packages including operating environments, application suites and communication methodologies.
- Work with vendor technical support and corresponding departments to resolve outstanding issues, shipping, receiving, etc.
- Coordinate installation and test of circuits associated with data and video communications including, but not limited to, ISDN, Frame Relay, and T1.
- Plan, coordinate, implement and document user-validation, performance and acceptance of installed applications at remote and local sites.
- Identify, implement and document corrective modifications to ineffective or malfunctioning systems as appropriate.
- Set up and maintain training environments, presentations, laptops, etc. as appropriate.
- Other Hardware/software installation, configuration and maintenance duties as required.

### **SYSTEMS ANALYSIS, ADMINISTRATION, AND DEVELOPMENT**

- Investigate, document, and implement application and data interchange and interaction processes to insure efficient and effective information and data access and utilization.
- Based on user needs and feedback, implement new, and update existing, desktop applications and ensure integration with enterprise applications, standards, and processes.
- Assist as necessary with the maintenance and upgrades of web, file and database servers.
- Implement new services as needed.
- Assist in the research, planning, documentation, and implementation of repairs, feature enhancements and future growth of information systems infrastructure.

### **USER SUPPORT**

- Assist user and other team members in diagnosis and correction of problems encountered during and after implementation of systems or projects.

# TELEMEDICINE TECHNICAL SUPPORT, page 2

## OTHER DUTIES

- Assist with the technical activities of the Technical Team as necessary.
- Assist in the documentation, management, and inventory of technical equipment, shipping and receiving, coordination of equipment moves, etc.
- Assist with the installation, testing, maintenance, and training of remote or field equipment, systems, and processes.

## SKILLS KNOWLEDGE AND ABILITIES

- Ability to work as a team member with excellent communication and customer service skills necessary to effectively contribute to a creative group.
- Ability to work in a clinical setting and to communicate effectively with physicians and clinical staff.
- Demonstrated organizational skills and flexibility to manage multiple tasks and meet deadlines.
- Knowledge and understanding of videoconferencing equipment, processes, and protocols.
- Formal training and/or experience in trouble shooting and repair of computers and peripherals, including disassembly, board and chip replacement, continuity, cabling and cable testing.
- Ability to isolate and diagnose hardware and software problems in a LAN/WAN environment and to recommend and implement the most effective course of correction.
- Extensive PC hardware experience required including, but not limited to, configuration and installation of SCSI cards (all types), video cards, modems, network cards, motherboards and RAM.
- Perform IRQ and DMA troubleshooting and configuration.
- Must have experience with installation, configuration, maintenance, and trouble-shooting with a flavors of Windows & DOS. Linux experience a plus.
- Knowledge of TCP/IP utilities such as: FTP, telnet, ping, arp, rarp, etc.
- Knowledge of inverse multiplexors, ISDN, TI, and frame relay.
- In depth knowledge of MS Office Professional, and other office productivity software required.
- Comprehensive understanding of the capabilities and limitations of computers. Ability to recognize processes that can easily be automated and those that cannot.
- Knowledge of analysis and design techniques needed to understand user requirements and compose a functional computerized application system.
- Ability to use logic and flow diagrams to describe the functional processes of the system at a level that both end users and programmers can understand.
- Ability to work without direction in a networked computer environment. Ability to install and troubleshoot printers, other devices, relevant drivers and applicable software.
- Ability to manage small projects as appropriate.