

## Asthma Society of Ireland

### Patient Services Manager

<b>Title:</b>	Patient Services Manager
<b>Reports to:</b>	CEO
<b>Location:</b>	All staff are currently working remotely due to COVID-19
<b>Hours:</b>	Full Time (37 hours/ week)
<b>Salary:</b>	Available on request.
<b>Closing Date:</b>	<b>09/04/2021</b>

#### **Overall Responsibility:**

To deliver, implement and manage innovative patient services and health promotion projects that align with the Asthma Society's strategy and mission.

To drive and assist the Society in implementing its key health promotion programmes and services, designed to support and assist the 380,000 patients (and their families) with asthma in Ireland.

To manage, motivate and lead the Health Promotion team and to ensure each team member is given the support, guidance and opportunities necessary to realise the goals of the Health Promotion strategy.

The Patient Services Manager will participate in high level stakeholder engagement, internally and externally.

He/she will be a motivated self-starter, with previous experience in the coordination of patient self-management programmes.

#### **Patient services: Adviceline & Beating Breathlessness WhatsApp Messaging service**

A core and critical element of the Asthma Society's service provision function is the nurse led HSE-funded Asthma and COPD Adviceline, a free call-back service for Asthma and Chronic Obstructive Pulmonary Disease (COPD) patients, their carer's and families with asthma/COPD nurses. The Asthma Society of Ireland also offer a Sláintecare funded, Beating Breathless WhatsApp messaging service, which allows patients with asthma/COPD, and their family and carers, to message an asthma/COPD nurse about all aspects of their disease management.

## Asthma Society of Ireland

### Patient Services Manager

#### **Overall objectives of the patient services:**

- To provide easily accessible support, education and information to people with asthma or COPD to help them to better understand and manage their condition, with a multi-channel approach to meet patient needs.
- To empower service users to better manage their condition through increased awareness of asthma or COPD management.
- To empower service users to engage effectively with healthcare professionals and healthcare services.
- To sign-post (and provide) people with appropriate services, resources and materials.
- To encourage people to look after their general health and well-being by encouraging smoking cessation, physical activity and promoting vaccinations.
- To provide information and resources to members on an on-going basis through the Asthma Society of Ireland's member network.
- To reduce asthma deaths in Ireland, in line with the Asthma Society's strategy.

#### **Operational Activities: Adviceline & Beating Breathlessness Service**

To manage the Adviceline and Beating Breathlessness WhatsApp Messaging service, from programme evaluation, implementation and promotion.

To manage the teams within the Adviceline and Beating Breathlessness Service.

High level stakeholder engagement with external funding bodies eg. HSE, Pobal.

Provide the Asthma Society and external funding bodies with insights through analytics using the CRM reporting strategy and other relevant supporting determinants.

Ensuring advice given to Adviceline and WhatsApp users is evidence based and delivered in a professional ethical manner, in accordance with the NMBI code of conduct and compliance standards.

Review of programme delivery and impact, on a regular basis.

Drive the growth of the service through patient and Health Care Provider engagement methodologies.

Provide end to end programme management for all service users.

Manage and use the CRM Salesforce, for reporting and data management.

#### **Operational Activities: Health Promotion Department**

The daily operational management of the Health Promotion department, analysing work flows and patterns to enhance and expedite tasks.

## Asthma Society of Ireland

### Patient Services Manager

To lead the Health Promotion team and to ensure each team member is given the support, guidance and opportunities necessary to realise the goals of the Health Promotion strategy.

Development, coordination and delivery of a range of health promotion programmes for specific settings and target groups as necessary (e.g. children, parents, teenagers, socially excluded groups, schools, workplaces etc.) in accordance with the over-arching Asthma Society Strategy.

To participate in high level stakeholder engagement, internally and externally.

Work in partnership with community based organisations and relevant agencies to develop and deliver a range of evidence informed programmes, resources and materials to respond to the specific needs of the target groups.

Identify and develop appropriate channels for distributing health promotion information in collaboration with the communications team.

To ensure and drive the usage of Salesforce as our CRM tool and to maximise reporting and research from same.

Assist in the development and use of quality standards, monitoring and evaluation methods for health promotion projects.

Work to build the sustainability of projects which have demonstrated impact and delivered key outcomes.

#### **Selection Criteria**

##### **Essential Requirements**

Third level qualification in a healthcare field, such as health promotion, general nursing, community healthcare, with a strong knowledge and experience in project management.

Previous experience in external stakeholder engagement.

Excellent communication, influencing and media experience, with an ability to communicate effectively about the extensive Asthma Society services to TV and Radio outlets.

The candidate must be organised and manage their workload effectively.

He/she will be a team player, comfortable with making decisions and confident in his/her ability to achieve and exceed set goals.

A proven track record of creating and implementing patient focused programmes. Proven track record of managing and analysing complex data and utilising findings from same.

Experience in the management of budgets, spend investment and funding applications.

Confident in using various IT systems including Salesforce/WhatsApp/MS Excel/Word/Power-point.

## Asthma Society of Ireland

### Patient Services Manager

#### **Desirable**

Previous experience in the coordination of patient self-management programmes.

A working knowledge of CRM Salesforce, and the ability to maximise reporting and research from same.

#### **Other Requirements:**

- Full driving licence with access to a vehicle.
- Occasional requirement to work an evening or weekend, with time off in lieu for such arrangements

#### **How to apply**

If you are interested in applying for this position, please email your curriculum vitae and cover letter to [hr@asthma.ie](mailto:hr@asthma.ie) by 12pm Friday 9<sup>th</sup> April 2021. *The Asthma Society of Ireland is an equal opportunities employer.*