

UW HEALTH JOB DESCRIPTION

PRODUCT DIRECTOR

Job Code: 330090	FLSA Status: Exempt	Mgt. Approval: C. Goswami	Date: 02/2022
Department: Information Services		HR Approval: N. Lazaro	Date: 02/2022

JOB SUMMARY

The Product Director is accountable for the ongoing planning, development, implementation, and potential retirement of an IS product that spans across UW Health (UWH) to assure that UW Health receives the expected value from the assigned product. The Product Director utilizes their understanding of the product, the environment and relationship management to collaborate with our strategic partners, develop an understanding of customer needs, identify ideal partner experiences, and incorporate feedback from technical or engineering teams and the vendor to offer innovative solutions that are valuable to our partners. This requires both a product roadmap and focused product backlog aligned and prioritized with the UW Health organizational competencies, goals, and initiatives.

The Product Director must navigate the interrelationship of stakeholders and lead cross-functional teams that span across the organization and at all levels of staff and leadership to ensure a centralized and coordinated approach to supporting UW Health's enterprise products and associated ancillary applications. The position will be responsible for ensuring the operational and IS support teams managing the enterprise systems are coordinated with support processes and awareness of changes, risks, and impacts from vendor, data, interface, and system configuration to the platform.

The Product Director leads the vision, strategy, and advancement of their product. The Product Director advances maturity of the people, processes, and technology for their product by working closely with internal and external stakeholders, vendors, consultants, team members & senior leaders. This role requires advanced organizational and project management skills to coordinate the ongoing, enterprise-wide projects. The Product Director maintains highly collaborative, trusted relationships with senior leaders across UW Health, including Northern Illinois, Quartz, UW-Madison School of Medicine and Public Health (SMPH) and our partners.

MAJOR RESPONSIBILITIES

Manage Product Lifecycle

- Produce, adjust and maintain product roadmap, including planning and prioritizing product features using inputs from vendors, current business needs, operational planning, and strategic planning.
- Lead, plan, coordinate, and execute product plans with a clear focus on communication, risk and budget management in a dynamic environment.
- Define an enterprise-level vision for the product, in support of UW Health's organizational priorities.
- Provide operational and organizational leadership and understanding of the vendor's development path for the product and, when appropriate, specific modules within the product.
- Produce, adjust and maintain a product backlog and provide a summary to operational stakeholders to be used when developing roadmaps.
- Monitor satisfaction with their product, identify opportunities, and implement changes to drive solution delivery.
- Maintain the product, minimizing technical debt, to enable long-term stability of its services.

Lead Cross Functional Team

- Lead cross-functional teams among various stakeholder departments and ensure these cross-functional teams support the organization as a whole with clear alignment to business objectives.
- Maximize the value of the product by working closely with business leads, subject matter experts, and other clinical and business users. Remove conflicts between program and project dependencies.
- Effectively manage relationships among project sponsor(s), customers, project team(s), vendors and senior leadership.
- Successfully interact with all levels of the organization, including senior leadership through excellent organization, facilitation, coaching, interpersonal, project management, change management, negotiation and communication skills.

Deliver Organizational Change Management & Communication

- Lead or ensure appropriate change management efforts while adapting to the needs of the business and aligning with overall UW Health communication tools and protocols.
- Develop and maintain standards for the release cycle updates for the product.
- Develop and maintain overall strategy for timeline, planning, testing, dependencies, considerations, and communication plan across operational teams for each update cycle.
- Utilize change management processes, principles and methodologies.

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- Guide and facilitate cross-functional teams through enterprise-wide changes impacting all teams.
- Disseminate changes and impacts to the broader organization leveraging multi-channel communication methods.

Provide Sustainment and Optimization or maybe Sustain and Optimize

- Engage with cross-functional teams, business stakeholders, and vendors to align best practices within individual business needs.
- Maintain updated optimization plan across the application to achieve maximum value from the product.
- Utilize existing governance channels and processes to inform and escalate key issues within overall sustainment and optimization decisions across teams and systems.
- Lead cross-functional teams in evaluation, definition, execution, and measurement of specific processes and business metrics which support the overall intent and goal of the specific system.

Provide Administrative Leadership

- Prepare and present high-quality presentations, many of which are of a sensitive nature, seeking feedback and outlining new processes to system leaders including but not limited to Executive Leaders.
- Develop and manage a robust communication plan to ensure all stakeholders for the funds flow model and provider workforce planning are fully informed.
- Translate complex information and data into meaningful recommendations.

ALL DUTIES AND REQUIREMENTS MUST BE PERFORMED CONSISTENT WITH THE UW HEALTH PERFORMANCE STANDARDS.

JOB REQUIREMENTS

Education	Minimum	Bachelor's degree in Healthcare, Information Technology, Business, or related field (4 years of relevant experience may be considered in lieu of degree in addition to experience below)
	Preferred	Bachelor's or Master's degree in Healthcare, Information Technology, Business, or related field strongly preferred
Work Experience	Minimum	<ul style="list-style-type: none"> • Demonstrated success planning and leading cross-functional, large scale projects, programs and/or processes to meet schedule and financial goals. • Demonstrated success establishing trust and confidence and collaborating with staff, coworkers, stakeholders, and leadership within a complex organization. • Demonstrated success developing and/or supporting custom solutions and/or configuring and supporting vendor provided solutions.
	Preferred	5 years experience in product leadership or leading projects in an agile environment 5 years experience in a health care system or health payor organization
Licenses & Certifications	Minimum	None
	Preferred	<ul style="list-style-type: none"> • Professional Scrum Master, Scrum Developer, Scrum Product Owner, and related certifications • ITIL, Six Sigma, Lean • CAPM, PMP, PMI-ACP • CPHIMS, FHIMSS, CAHIMS, CPDHTS • Application certification(s) per vendor standards Relevant business and/or clinical certifications (e.g. Oracle, Epic, ServiceNow)
Required Skills, Knowledge, and Abilities		<p><i>Advanced proficiency in the following:</i></p> <ul style="list-style-type: none"> • Respect for people • Continuous Improvement • Managing Systems • Communication • Critical Thinking • Effective Team Member • Technical leadership of applicable products or platforms • Mentoring and teaching • Leading without direct authority

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- Leading highly empowered, self-directed teams including cross-functional teams
 - Applying lean management tools
 - Applying agile methodologies
 - Leading with integrity
 - Maintaining strategic orientation
 - Business & financial acumen
 - Championing innovation
 - Managing execution
 - Leading & developing people
- Advanced proficiency in at least three of the following and intermediate proficiency in the remaining competencies***
- Strategic Thinking (Product)
 - Project Management
 - Product Lifecycle Management
 - Cross Functional Team Leadership
 - Organizational Change Management & Communication
 - Sustainment and Optimization
- Other knowledge, Skills & Abilities***
- Skilled in applying management tools through the UW Health Way
 - Ability to manage multiple concurrent activities
 - Demonstrated ability to work well within a complex organization and collaborate with other staff
 - Must be self-directed, have demonstrated ability to prioritize and manage multiple complex activities
 - Forward-thinking with a positive and professional image
 - Ability to work with individuals across roles and disciplines
 - Ability to work independently and as part of a team
 - Ability to ensure a high level of customer satisfaction including employees, patients, visitors, faculty, referring physicians and external stakeholders
 - Ability to build and maintain relationships
 - Ability to analyze and synthesize information from a variety of sources
 - Ability to effectively communicate complex technical topics to a non-technical audience
 - Ability to manage multiple dynamic priorities and adjust when needed
 - Strong understanding of the product, software suite and vendor, including regulatory requirements and applicable exchange standards

PHYSICAL REQUIREMENTS

Indicate the appropriate physical requirements of this job in the course of a shift. *Note: reasonable accommodations may be made available for individuals with disabilities to perform the essential functions of this position.*

Physical Demand Level		Occasional Up to 33% of the time	Frequent 34%-66% of the time	Constant 67%-100% of the time
X	Sedentary: Ability to lift up to 10 pounds maximum and occasionally lifting and/or carrying such articles as docket, ledgers and small tools. Although a sedentary job is defined as one, which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.	Up to 10#	Negligible	Negligible
	Light: Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may only be a negligible amount, a job is in this category when it requires walking or standing to a significant degree.	Up to 20#	Up to 10# or requires significant walking or standing, or requires pushing/pulling of arm/leg controls	Negligible or constant push/pull of items of negligible weight
	Medium: Ability to lift up to 50 pounds maximum with frequent lifting/and or carrying objects weighing up to 25 pounds.	20-50#	10-25#	Negligible-10#

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	Heavy: Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	50-100#	25-50#	10-20#
	Very Heavy: Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	Over 100#	Over 50#	Over 20#
List any other physical requirements or bona fide occupational qualifications:		•		

Work/Environmental: Moderate noise level consistent with an office environment

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.