

# UW HEALTH JOB DESCRIPTION

## PRODUCT DIRECTOR – SERVICE NOW

Job Code: 340006

FLSA Status: Exempt

Mgt. Approval: C. Goswami

Date: January 2022

Department: Information Services

HR Approval: N. Lazaro

Date: January 2022

### JOB SUMMARY

The Product Director, ServiceNow is accountable for the ongoing planning, development, implementation of ServiceNow which 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 a both a product roadmap and focused product backlog that is 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

#### Product Management

- Produce, adjust and maintain product roadmap, including planning and prioritizing product features using inputs from vendors, current business needs, operational planning, and strategic planning.
- Leads, plans, coordinates, and executes 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 an 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.
- Ensure the product is well maintained, minimizing technical debt, to enable long-term stability of its services.

#### Cross Functional Team Leadership

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

## UW HEALTH JOB DESCRIPTION

### **Organizational Change Management & Communication**

- Leads or ensures appropriate change management efforts while adapting to the needs of the business and aligning with overall UW Health communication tools and protocols.
- Owns standards for the release cycle updates for the product.
- Develops and maintains overall strategy for timeline, planning, testing, dependencies, considerations, and communication plan across operational teams for each update cycle
- Utilizes understanding of change management processes, principles and methodologies
- Guides and facilitates cross-functional teams through enterprise-wide changes impacting all teams
- Leverages multi-channel communication methods for disseminating changes and impacts to the broader organization

### **Sustainment and Optimization**

- Engages with cross-functional teams, business stakeholders, and vendors to align best practices within individual business needs
- Maintains updated optimization plan across the application to achieve maximum value from the product.
- Utilizes existing governance channels and processes to inform and escalate key issues within overall sustainment and optimization decisions across teams and systems
- Leads cross-functional teams in evaluating, defining, executing, and measuring specific process and business metrics which support the overall intent and goal of the specific system

### **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.
- Develops and manages a robust communication plan to ensure all stakeholders for the funds flow model and provider workforce planning are fully informed
- Translates 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	Bachelors or Masters degree in Healthcare, Information Technology, Business, or related field strongly preferred.
Work Experience	Minimum	<ul style="list-style-type: none"> <li>• Demonstrated success planning and leading cross-functional, large scale projects, programs and/or processes to meet schedule and financial goals.</li> <li>• Demonstrated success establishing trust and confidence and collaborating with staff, coworkers, stakeholders, and leadership within a complex organization.</li> <li>• Demonstrated success developing and/or supporting custom solutions and/or configuring and supporting vendor provided solutions.</li> </ul>
	Preferred	Five (5) years of experience in product leadership or leading projects in an agile environment Five (5) years of experience in a health care system or health payor organization
Licenses & Certifications	Minimum	None
	Preferred	<ul style="list-style-type: none"> <li>• Professional Scrum Master, Scrum Developer, Scrum Product Owner, and related certifications</li> <li>• ITIL, Six Sigma, Lean</li> <li>• CAPM, PMP, PMI-ACP</li> <li>• CPHIMS, FHIMSS, CAHIMS, CPDHTS</li> <li>• Application certification(s) per vendor standards</li> </ul> Relevant business and/or clinical certifications (e.g. Oracle, Epic, ServiceNow)
Required Skills, Knowledge, and Abilities		Demonstrates advanced competency in the following: <ul style="list-style-type: none"> <li>• Communication</li> <li>• Effective Team Member</li> <li>• Critical Thinking</li> </ul>

## UW HEALTH JOB DESCRIPTION

	<ul style="list-style-type: none"> <li>• Technical leadership of applicable products or platforms</li> <li>• Mentoring and teaching</li> <li>• Leading without direct authority</li> <li>• Leading highly empowered, self-directed teams including cross-functional teams</li> <li>• Applying lean management tools</li> <li>• Applying agile methodologies</li> <li>• Leading with integrity</li> <li>• Maintaining strategic orientation</li> <li>• Business &amp; financial acumen</li> <li>• Championing innovation</li> <li>• Managing execution</li> <li>• Leading &amp; developing people</li> <li>• Continuous Improvement</li> </ul> <p>Demonstrates advanced proficiency in at least five of the following and intermediate proficiency in the remaining:</p> <ul style="list-style-type: none"> <li>• Strategic Thinking (Product)</li> <li>• Project Management</li> <li>• Product Lifecycle Management</li> <li>• Cross Functional Team Leadership</li> <li>• Organizational Change Management &amp; Communication</li> <li>• Sustainment and Optimization</li> </ul> <p><b>Other Knowledge, Skills &amp; Abilities</b></p> <ul style="list-style-type: none"> <li>• Technical knowledge and skills related to ServiceNow</li> <li>• Skilled in applying management tools through the UW Health Way.</li> <li>• Ability to manage multiple concurrent activities</li> <li>• Demonstrated ability to work well within a complex organization and collaborate with other staff.</li> <li>• Must be self-directed, have demonstrated ability to prioritize and to manage multiple complex activities</li> <li>• Forward-thinking with a positive and professional image</li> <li>• Ability to work with individuals across roles and disciplines</li> <li>• Ability to work independently and as part of a team</li> <li>• Ability to ensure a high level of customer satisfaction including employees, patients, visitors, faculty, referring physicians and external stakeholders</li> <li>• Ability to build and maintain relationships</li> <li>• Ability to analyze and synthesize information from a variety of sources</li> <li>• Ability to effectively communicate complex technical topics to a non-technical audience</li> <li>• Ability to manage multiple dynamic priorities and adjust when needed</li> <li>• Strong understanding of the product, software suite and vendor, including regulatory requirements and applicable exchange standards.</li> </ul>
--	---

### 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
<b>X</b>	<b>Sedentary:</b> 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.	<b>Up to 10#</b>	<b>Negligible</b>	<b>Negligible</b>
	<b>Light:</b> Ability to lift up to 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10	<b>Up to 20#</b>	<b>Up to 10#</b> or requires significant walking or standing, or requires	<b>Negligible</b> or constant push/pull of items of negligible weight

## UW HEALTH JOB DESCRIPTION

	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.		pushing/pulling of arm/leg controls	
	<b>Medium:</b> Ability to lift up to 50 pounds maximum with frequent lifting/and or carrying objects weighing up to 25 pounds.	<b>20-50#</b>	<b>10-25#</b>	<b>Negligible-10#</b>
	<b>Heavy:</b> Ability to lift up to 100 pounds maximum with frequent lifting and/or carrying objects weighing up to 50 pounds.	<b>50-100#</b>	<b>25-50#</b>	<b>10-20#</b>
	<b>Very Heavy:</b> Ability to lift over 100 pounds with frequent lifting and/or carrying objects weighing over 50 pounds.	<b>Over 100#</b>	<b>Over 50#</b>	<b>Over 20#</b>
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.