

DIRECTOR OF CUSTOMER RELATIONS CENTER

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this class is responsible for the development, implementation, and administration of several programs to promote organization-wide customer satisfaction, effective and expedient complaint management and quality advocacy services to patients, families, visitors and other customers. The incumbent is responsible for planning, developing and implementing policies and procedures for Volunteer Services, Patient Relations, Family/Caregiver Services, Ethics, and Customer Service Assistants and for overseeing the organization-wide customer satisfaction initiatives to ensure a high level of satisfaction in the delivery of quality care and services to patients, families, and others who interact with the Medical Center. Supervision is exercised over professionals, volunteers, interns, and/or support staff. Does related work as required.

EXAMPLES OF WORK: (Illustrative Only)

Oversees and directs assigned programs and operations of the Customer Relations Center to ensure the operations are consistent with the mission and objectives of the medical center;

Plans, develops, and implements policies and procedures to ensure satisfaction in the delivery of quality care and services to patients, caregivers and their families, visitors and other customers;

Reviews statistics and prepares reports relating to patient care concerns, identifies patterns and problem areas, and makes recommendations to prevent future occurrences;

Monitors customer satisfaction surveys and reviews employee satisfaction surveys for correlation or trends and develops systems for corrective action;

Participates in the development of surveys;

Develops, implements and monitors programs and services to determine areas of deficiency in providing services;

Administers contracts with consultants to train employees and subcontracted employees consistent with the customer service initiative of the medical center;

Ensures that all employees receive training, are aware of the goals and objectives of the customer service initiative and that the goals and objectives are being met;

Develops, implements and administers the complaint management system to expeditiously resolve grievances and ensure quality customer service;

Oversees and integrates the roles of the customer service assistants in meeting and greeting guests, routing and responding to telephone calls and paging appropriate personnel expeditiously;

EXAMPLES OF WORK: (Illustrative Only) (Cont'd.)

Serves as a representative of the Westchester Medical Center management to customers, providing them with information as to its goals and objectives, policies, procedures and services available to them;

Develops and monitors procedures to ensure that patients are made aware of, understand and can exercise their rights as delineated in the Patient Bill of Rights, ensuring awareness and compliance in all patient service areas;

Supervises administrative staff in the establishment of goals and objectives consistent with the Medical Center's mission of increased customer satisfaction;

Oversees and integrates Volunteer, Patient Advocacy, and other programs to ensure optimization of resources by cross-training staff;

Establishes and maintains effective relationships with community groups, educational institutions, corporations, etc., to promote support and understanding of the Customer Relations Center;

Ensures protection of patients and customers against potential reprisals as a result of bringing forth their complaints;

Accesses protected health information (PHI) in accordance with departmental assignments and guidelines defining levels of access (i.e. incidental vs. extensive);
Attends hospital board committee meetings relating to areas of responsibility.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the organizational structure, functions and operational aspects of the various divisions of a large hospital; thorough knowledge of problem solving techniques, particularly as they apply to health care and related services; thorough knowledge of patient rights; good knowledge of the principals and practices of hospital management; knowledge of community agencies, educational institutions and area organizations; good knowledge of techniques used in administrative program planning and program development; ability to establish good working relationships with physicians and staff; ability to communicate effectively both orally and in writing; ability to make effective decisions, be understanding and supportive of both customers' and hospital management needs; ability to handle and safeguard confidence, yet be honest and open in communications; ability to cope with stress; ability to supervise and plan the work of others; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; ability to use computer applications such as spreadsheets, word processing, e-mail and database software; sound judgment; maturity; empathy; keen sensitivity; flexibility; tenacity; physical condition commensurate with the requirements of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: A Bachelor's Degree* and six years of hospital administrative experience, four years of which must have been in patient relations and/or patient advocacy.

SUBSTITUTION: Post graduate Education* in Health or Hospital Administration, Social Work, Health Advocacy, Psychology, Nursing, Communication or Public Relations may be substituted at a rate of 30 credits for each year of the above stated general experience.

*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Education Department as a post-secondary, degree-granting institution.

NOTE: Unless otherwise noted, only experience gained after attaining the minimum education level indicated in the minimum qualifications will be considered in evaluating experience.

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Job Class Code: E0777
Job Group: Flat rate