Position Description

Position Title	Program Facilitator – General Practice Development
Reports To	Program Manager – General Practice
Business Unit	Primary Care Innovation and Development (PCID)
EMPHN Classification	Band 3

About EMPHN

With our partners, we facilitate health system improvement for people in eastern and north-eastern Melbourne. In doing this, our three key strategic priorities are:

- **Drive equitable access and outcomes for communities**
- **Connect our partners and communities to enable integration and change**
- **Leverage insights to improve outcomes, drive value and demonstrate impact**

Our organisational values underpin the work we do.
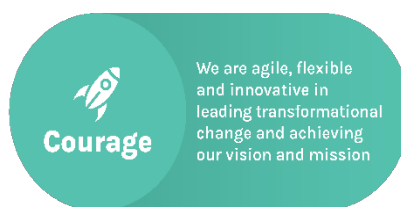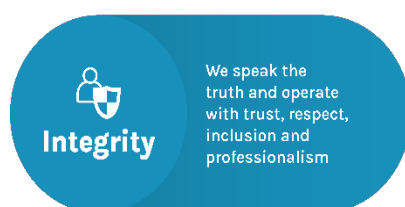
Purpose of Position

The Program Facilitator, General Practice Development (PF), delivers targeted programs and initiatives to achieve outcomes across the EMPHN catchment. Leveraging leadership, stakeholder, and contractor management expertise, the PF ensures alignment with EMPHN's strategy, business plan, and transformation agenda. Focus areas may include Aged Care, Chronic and Complex Conditions, General Practice, Digital Health, Aboriginal and Torres Strait Islander Health and Wellbeing, Mental Health, Alcohol and Other Drugs, and Suicide Prevention.

Working within the Primary Care function, the PF engages with Primary Health Care providers to support the delivery of effective, locally relevant services. This includes assisting general practices to meet current standards, respond to evolving priorities, and adopt best practices in integrated care, digital health, partnerships, team development, and care models. Through practice visits and virtual support, guided by customer relationship and segment management principles, the PF enhances equitable access to high-quality care and strengthens the regional health system.

Key Relationships and Stakeholders

Internal
- Executive Leadership Team
- Relevant EMPHN managers and Leaders
- Primary Care Teams
- Employees and contractors

External
- Providers, Auditors, Stakeholders
- Government Departments
- Providers
- Legal consultants

Key Accountabilities

Interpersonal skills and relationships management

- Engage with health professionals to educate, inform, and influence clinical practice and service outcomes.
- Develop and deliver tailored engagement plans for General Practices, aligned with national and local health priorities and practice-specific needs.
- Support General Practices with policy implementation, change management, continuous quality improvement, and accreditation standards.
- Create opportunities to encourage and support practices and staff to achieve and maintain current primary health care accreditation standards.
- Drive adoption of Digital Health initiatives (e.g., Telehealth, e-prescribing, secure messaging, clinical software, data extraction technologies) to enhance care delivery and communication.

- Facilitate integration and collaboration between General Practices, Pharmacies, Residential Aged Care Facilities, and other healthcare providers.
- Build and maintain strong relationships with health professionals through effective communication, facilitation skills (one-to-one and small group), and quality improvement methodologies (e.g., educational outreach, academic detailing, PDSA cycles, audit and feedback).
- Monitor and evaluate engagement initiatives to measure effectiveness, report outcomes, and inform program improvements.
- Understanding and application of account, segment, or territory planning principles of engagement strategies and execution.

Tailored Support and Program Delivery

- Develop and implement tailored engagement and support programs for General Practice, incorporating key performance indicators (KPIs) with a focus on patient health outcomes.
- Partner with practices to support improvement and practice development activities using evidence-based change management strategies.
- Support the primary health care workforce to work to full scope through PHN-endorsed resources and activities.
- Promote and support PHN-endorsed initiatives aimed at improving equitable access to care.
- Regularly report on practice and program performance against agreed KPIs.

Policy Implementation, Business Standards and Change Management

- Support General Practices to implement policy changes aimed at improving patient outcomes and the effectiveness of primary care into the businesses.
- Provide support and resources on the application and use of the business systems within the MBS framework.
- Provide support and resources on models of care within the MBS (WIP/PIP) and PBS framework as required.
- Create opportunities to encourage and support practices and staff to achieve and maintain current primary health care accreditation standards.
- Promote Digital Health initiatives like Telehealth, secure messaging, e-prescribing, clinical software, and data extraction to improve efficiency.
- Enhance care team communication via eReferrals, eHealth Records, MyMedicare, and MyHealth Record. Support practices with technology, e.g., encouraging virtual meetings.

Improve engagement and integration of general practice and primary care services.

- Provide support and direction to facilitate practice identified change using recognised change management methodologies.
- Collaborate with internal teams to develop resources and materials tailored to the needs of general practice healthcare providers including education needs and opportunities.
- Develop and implement strategies to enhance engagement with general practice healthcare providers and uptake of PHN auspiced initiatives and projects.
- Facilitate improved integration of services for patients between General Practices, Local Hospital Networks, Community Health Centers, Residential Aged Care Homes, Allied Health Providers, Specialist Medical and other services as required.
- Serve as a liaison between the PHN and general practice clinics where required, fostering communication and collaboration.
- Monitor and evaluate the effectiveness of engagement initiatives and participate in evaluation.
- Maintain accurate records of primary health care sites and workforce details, interactions, communications, and engagements with general practice providers in EMPHN's CRM.

Specialised Portfolio Areas

- Act as the subject matter expert for the designated portfolio areas.
- Develop/maintain information resources for portfolio area.
- Deliver internal team education, updates and reports as required.
- Develop material and/or resources for a stakeholder resource repository, or customer service software agent

as requested.

Business Improvement and Innovation

- Identify opportunities for innovation and continuous improvement to strengthen the team's position and delivery.
- Actively participate in preventing, responding to and reporting information security threats or incidents.
- Ensure awareness of EMPHN's quality and information security objectives and what is needed to comply with the Quality Management System (QMS) and Information Security Management System (ISMS) and ISO Standards.
- Uphold and safeguard information security and quality processes and outputs.
- Contribute to opportunities for innovation and continuous improvement in line with ISO standards, QMS and ISMS.
- Contribute to quality improvement and risk mitigation strategies consistent with policies and procedures.
- Ensure compliance with policies, procedures and systems relevant to the function and/or team.

Individual Leadership

- Role model the desired culture, consistent with EMPHN's values and behaviours, including the modelling of a practical and positive approach to health, safety, diversity, inclusion, wellbeing, and environment.
- Enhance EMPHN's culture through modelling standards of behaviour consistent with EMPHN's values and enable a culture of high performance.
- Display personal leadership through role modelling and delivery of work practices that comply with relevant regulatory and legislative requirements, in line with policy, procedures and systems to deliver on outcomes.
- Enable optimum performance across EMPHN through individual leadership, collaboration, team engagement and ongoing learning.
- Provide high quality, clear, concise, and credible information to support and guide individuals, teams, stakeholders, and partners of EMPHN.
- Display attributes including a positive can-do attitude, integrity, collaborative ways of working, motivation, and courage.

Stakeholder Engagement and Relationship Management

- Drive effective relationships and communications ensuring you remain a trusted partner to people across EMPHN.
- Ensure effective and strong relationships with internal and external stakeholders in a manner consistent with EMPHN values and that supports achievement of EMPHN's strategy.
- Provide guidance and direction to delivering on business priorities and operational goals in an innovative manner and ensuring you partner in a highly effective, customer-focused and responsive manner.
- Develop rapport with new stakeholders quickly, build and sustain positive and effective relationships.

Qualifications

- Relevant tertiary qualifications in Nursing, Health Science or related discipline are essential.
- Post Graduate qualifications and/or certification in Health or Project Management are desirable but not essential.
- Training and /or experience in change management and/or project management are desirable

Knowledge, Skills and Experience

- Experience in General Practice or Primary Health Care settings.
- Relevant demonstrable knowledge and experience of the health sector, including contemporary health policy and reform, service pathways and acute/primary care interface.
- Experience facilitating program delivery in an acute, primary care, community health environment or similar health service.
- Understanding of models of care and enabling meaningful implementation for the EMPHN population and service system.
- Understanding of primary health care and current health care trends and community issues in the Australian context.
- Proven experience as an operational contributor in a "focus area" or "strategic priority" in the health sector.
- Understanding and commitment to ISO 9001 and ISO 27001 Quality Management System requirements.

- Demonstrable experience and accountability in working with successful multi-stakeholder projects, including an ability to work effectively under pressure to ensure outcomes are achieved.
- Demonstrated capability in planning, implementing, and evaluating to meet organisational outcomes.
- Anticipate, identify, and address issues and potential problems and select the most effective solutions as required.
- Proven organisational skills, including priority setting, pursuing tasks to completion and achieving targets within deadlines.
- Developed interpersonal and relationship management skills including a positive attitude, emotional intelligence, collaboration, decision making, networking, motivation, teamwork, collaboration, negotiation.
- Strong verbal and written communication skills to enable ideas and opinions to be expressed clearly and effectively.
- Display resilience and courage by raising and working through challenging issues and seek alternatives.
- Ability to be agile and flexible in approach to work with a continuous improvement mindset.
- Understand and use available technologies to maximise efficiencies and effectiveness, including relevant IT systems.

APPROVAL			
Narelle Quinn	Executive Director PCID	**Date:**	23 April 2025