

# JOB DESCRIPTION

## JOB DETAILS

<b>Job Title:</b>	Optometric Advisor
<b>Community Director Pay Scale:</b>	£98,515 WTE
<b>Hours:</b>	2 sessions every week, flexible work patterns
<b>Directorate:</b>	Primary Care
<b>Department:</b>	Dental & Optometry
<b>Base:</b>	St David's Park, Carmarthen

## ORGANISATIONAL ARRANGEMENTS

<b>Managerial Accountable to:</b>	Director of Primary Care, Community and Long Term Care.
<b>Reports to:</b>	Director of Primary Care, Community and Long Term Care.
<b>Professionally Responsible to:</b>	Director of Primary Care, Community and Long Term Care.
<b>Dimensions:</b>	Optometric practices in Hywel Dda University Health Board

## JOB SUMMARY / PURPOSE

The Optometric Advisor is professionally responsible for all Wales General Optical Council registered staff employed and contracted with the Health Board.

The post holder will support, develop and implement all Wales and develop Health Board policy relating to Optometric and eye care services. The post holder has a key role in the planning, development and delivery of effective and efficient Optometry services on a Health Board wide basis. This will encompass primary care, hospital and community based services, contributing to corporate strategies and policies.

The post holder will be the strategic lead for Quality, Safety and Performance across the Health Board's Optometry Services, ensuring that systems are in place and effectively applied for the management of clinical performance.

Provide professional and strategic advice to the Medical Director in the development of Optometry services.

To work closely with Director of Clinical Services, Medical Directors, Associate Medical Directors, and other identified clinicians to implement the strategic vision and facilitate clinically led service transformation across hospital and primary care services.

It is anticipated that this individual will work closely with the identified leads within the Health Board and partner organisations (including the third sector) that may need to make changes within their own organisations to support the redesign. The post holder will also be required to have the credibility to lead the clinical reconfiguration and work with senior clinicians of all professions to achieve the required outcomes and objectives.

## **MAIN DUTIES AND RESPONSIBILITIES**

### **Service Management**

To provide expert advice on all professional and clinical governance matters relating to optometric service developments/issues including health service 'out of hospital' developments, General Ophthalmic Services Regulations, WECS, Performers' Lists, contract management, introduction of shared care/co-managed schemes, national screening schemes and patient complaints.

To provide specialist advice and support to Optometrists in Hywel Dda University Health Board enabling robust and effective governance processes within optometry and provision of educational activities for optometrists to enable them to provide high quality eye care services to the resident population.

To provide advice to residents in the Hywel Dda areas about local optometric services and respond to enquiries or complaints about services or treatment.

To participate fully in the work of the Primary Care contracting team by leading and supporting the development of relevant policies/procedures, autonomously monitoring Ophthalmic Contractor's levels of Contract Compliance and supporting the management of relationships between Primary Care Support Services and the UHB.

To lead the professional development of General Ophthalmic Services and WECS.

Provide expert clinical and professional advice to;

- Support the development of automated systems to effectively monitor Contractor's compliance with contractual requirements
- Support the delivery and implantation of a digital solution for eye care across both Primary and Secondary care.
- Optometric practitioners whose practice has caused concern or poor performance has been identified, including ongoing performance management
- Support the assessment of applications to the Performers' Lists and approval of clinical references for performers wanting to join NHS Ophthalmic Performers' Lists.
- Commissioning and service developments, including ongoing performance management/audit responsibilities
- Address complaints sent to the UHB
- The development and implementation of an Optometric need's assessment
- Develop local training or education with Hywel Dda Optometrists, as appropriate and as identified in the commissioning or management processes.
- To provide professional input in managing ophthalmic queries from local residents.

- Contribute to and review reports for PCAC, Quality and Safety and other committees as required
- To Provide professional advice to the UHB and Optometrists (when necessary) on professional development and the local training needs and opportunities. To contribute to the organization and provision of appropriate locally planned training
- Develop good working relationships to enable the above service outline and service outcomes, i.e. Primary Care Contract Teams, Local Optical Committee, Local Hospitals, Public Health, Clinical Commissioners and Voluntary Sector.
- To lead professional development and integration of Optometry into Primary Care clusters within Hywel Dda UHB.
- To develop robust working relationships between Primary Care Optometry and Secondary Care Ophthalmology services to facilitate the shift of services and development of a sustainable, balanced eye care service in Hywel Dda.

Contributors:

- Prepare reports for the PCAC Primary Care and Planned Eye care Groups as requested
- Through the above mechanisms, ensure that Hywel Dda is commissioning and performance managing services that deliver good quality eye care services.
- Undertake contract performance/compliance and Clinical Post Payment Verification visits to the contractors' premises either independently, or with the UHB's appointed expert auditor, where appropriate.
- Provide expert advice to contractors about clinical governance issues, complete reports, agree action plans with contractors and review that actions are satisfactorily completed to ensure contractors are contract compliant.

**Service Improvement**

Give expert advice around project delivery and service change, where expert and clinical opinions may differ.

Provides advice and support on policy development on an All Wales basis for frameworks which have All Wales implementation.

To build and maintain strong influential relationships with wider health system through appropriate engagement with internal and external stakeholders.

Provide expert advice to, leadership, management and oversight of the Optometric and Ophthalmic contract, Regulation and policy issues; attending any relevant meetings identified or requested by the UHB i.e. local Optometry Steering groups, Ophthalmology working groups (service redesign and improvement).

**Communications**

To communicate highly complex and sensitive information and to advise the All Wales and Local Planned Eye Care Board and its subgroups, All Wales EHEW Group, ensuring that project milestones and gateway approval processes are delivered within agreed timescales.

The post holder will be required to provide, receive and analyse highly complex, sensitive or contentious information at individual and group level and will be expected to be comprehensive in verbal, written and presentation skills.

The post holder will be expected to be competent in the provision of high-quality written communication including reports for the wider use including the Board, Welsh Government and associated sub committees to present highly complex information to influence and negotiate on the delivery and achievement of projects and programmes.

Participates in training and workshops where the audience may not be aware or in agreement with some of the messages conveyed.

To provide leadership and direction across situations where highly complex ideas or concepts need to be conveyed and implemented across the organisation in easily understood language, clearly articulating processes where acceptance and resistance to change exists.

Required to negotiate and influence in order to agree service developments or negotiate where there may be a highly complex set of financial, contractual or emotive barriers to overcome, which may at times be hostile.

To build strong influential relationships with the wider system and beyond through appropriate engagements with internal and external stakeholders.

Anticipates barriers to communication and takes action to improve communication.

### **Finance and Resources**

To support the Head of Dental and Optometry in the management and monitoring of the EHEW, LVSW and non-cash Limited optometry budgets and to work within the Standing Financial Instructions of the Health Board.

To ensure the provision of services are in line with the allocated budget.

To work closely with Welsh Government, in providing the annual outturn information, to inform the EHEW Allocation for Health Boards in Wales. To inform Welsh Government of the risks to the EHEW Allocation compared to the service delivery.

To promote and secure value for money services, including reporting quality measures, and must have a high-level understanding of the financial position of the Health Board.

### **Personal and People Development and People Management**

Provides appropriate support to others to improve their knowledge and understanding and shares own knowledge, skills and experience with others during induction and training sessions for staff.

Support the Medical Director in contributing to the development of robust optometric workforce planning.

Maintain own Continuing Professional Development (CPD) in line with recommendations from the GOC and keep up to date on all relevant guidance and NHS targets, ensuring the effective dissemination of relevant information as directed.

Maintain qualification with the GOC

### **Information Processing**

To support the monitoring and review of optometric services, highlighting any areas of concern to the Interim Director of Commissioning, Primary Care, and Therapies and Health Sciences or Medical Director.

To undertake detailed analysis of activity, and where necessary, recommending changes to the Medical Director.

To ensure compliance with policies and procedures and support the development of appropriate monitoring systems and processes.

To analyse, interpret, extract and manipulate appropriate data/statistics for use in reports and performance reviews

To research and prepare responses to enquiries about service provision from patients, Assembly Members, Members of Parliament or stakeholders.

Identify conclusions and recommendations from information sources and present them using the appropriate layout and structure appropriate to the needs and interests of the intended audience(s) and intended purpose of the presentation.

### **Health, Safety and Security**

Act within legislation, policies and procedures relating to information governance. Attend statutory/mandatory training.

You have a legal responsibility not to endanger yourself, your fellow employees and others by your individual acts or omissions. The post holder is required to comply with the requirements of any policy or procedure issued in respect of minimising the risk of injury or disease.

Lead on ensuring clinical practice within Optometric Services remains both safe and contemporary and is delivered in line with regional and national standards, including the requirements of regulatory bodies such as Health Inspectorate Wales.

Designing, delivering and supporting programmes for clinical audit, review of clinical outcomes and wider improvements in clinical governance within the Primary Care and the interface between primary and secondary care ophthalmic services.

Ensuring that complaints, incidents, investigations and reviews are dealt with within the agreed timescales, that learning is shared, and actions taken to prevent re-occurrence. Providing Optometric leadership on Risk Management (risk register, providing assurance to governance committees) supported by the relevant manager.

### **Quality**

Supports others effectively during times of change and work with others to overcome problems and tensions as they arise and ensure that own workload is managed effectively.

To ensure systems and processes for raising and resolving clinical governance concerns are in place throughout the service area, including complaints and incidents in line with Health Board policy.

### **Equality and Diversity**

To ensure that equality and diversity issues are recognised and addressed in accordance with legislation, policies and procedures.

Actively promotes equality of opportunity and diversity in own area of responsibility. It is intended to go beyond compliance with equality legislation and move towards a situation where there is awareness in your area of and active commitment to the need to ensure equality of opportunity and the benefits of diversity.

### **Effort and Environmental**

Use of VDU, e-mails, correspondence, data entry and report writing.

Concentration for review of data and preparing high level management and clinical reports for use by the Board and Welsh Government.

The use of Excel spreadsheets to analyse and report on data.

Travel between sites and to All Wales meetings.

### **General**

To work collaboratively as part of the Primary Care Team including, at times, taking on duties to support the delivery of key targets.

## PERSON SPECIFICATION

ATTRIBUTES	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
<p><b>Qualifications and Knowledge</b></p>	<p>Registered with the General Optical Council.</p> <p>Member or fellow of the College of Optometrists.</p> <p>Member of the Association of Optometrists.</p> <p>EHEW and LVSW accredited Optometrist</p> <p>Evidence of up to date knowledge of the GOS Regulatory Framework, General Ophthalmic Contract 2009 &amp; recent clinical developments.</p> <p>Educated to Masters level or equivalent experience.</p> <p>Practising optometrist registered for at least 3 years.</p> <p>Diploma in clinical or related disciplines</p>		<p>Registration details</p> <p>Registration Certificate</p> <p>Application form</p> <p>Application form &amp; Interview</p>
<p><b>Experience</b></p>	<p>Experience of working at a senior level across primary and secondary care within the NHS.</p> <p>Experience of the NHS transformation agenda.</p> <p>Significant experience in practice.</p> <p>Experience of having worked in different optical setting.</p> <p>Focus on delivering both safe, qualitative and effective services providing value for money.</p>		<p>Application form &amp; Interview</p>

	<p>Able to develop and lead the implementation of new patient pathways.</p> <p>Able to maintain engagement when dealing with conflict.</p>		
<b>Aptitude and Abilities</b>	<p>Able to work constructively with other healthcare professionals and develop a patient focused service.</p> <p>Excellent interpersonal skills – influencing, negotiating and communication (written and verbal) skills.</p> <p>Able to develop implement and monitor new polices and services.</p> <p>Aptitude and confidence for working in a rapidly changing environment.</p> <p>Able to work autonomously and independently Experience in the use of IT applications – specifically Microsoft Office.</p>	Welsh Speaker	Application form & Interview
<b>Other</b>	Ability to travel between sites in a timely manner.		Application form and interview