Program Specialist – Transforming Clinical Practice Initiative (TCPI)

Reports To: Director, Education Services

Date Revised: September, 2017

Basic Functions:

The Transforming Clinical Practice Initiative (TCPI) Program Specialist reports to the Director, Education Services and is responsible for the overall external and internal communications strategies within multi-state Iowa Healthcare Collaborative Practice Transformation Network (PTN).

The person in this role will effectively communicate TCPI’s mission and scope of work through the management of the IHC website, marketing, public and media relations and general communications initiatives.

Nature and Scope:

- Leads the development and implementation of the TCPI strategic communications outreach plan.
- Coordinates the production, dissemination and promotion of all collateral materials for the partners within the PTN.
- Serves as communications hub liaison to assigned groups within the PTN.
- Promotes centralized/state-specific education, e.g., webinars, presentation of Centers for Medicare & Medicaid Services (CMS) resources, analysis/discussion of PTN data, progress and strategies.
- Assists with the production and dissemination of toolkits as assigned.
- Work with the PTN program managers in the development and execution of strategies to engage physicians and the clinical community on healthcare quality improvement efforts.
- Properly align communication strategies from CMS.
- Participate in PTN activities such as status calls, webinars, Learning Sessions, in-person meetings, etc., keeping the broader group apprised of barriers and successes.
- Actively support IHC Director, Education with local promotion efforts for education including webinars, learning sessions, in-person meetings, etc.
- Carries out such other general responsibilities as may be delegated by Project Director.
- Demonstrates strong interpersonal skills and ability to collaborate with individuals and teams in both face-to-face and virtual settings.
- Works closely with the Education Team on IHC education and communication strategies.
- Other duties within IHC as assigned.

Qualifications:
Two-year degree required, Bachelor’s degree in journalism, communications, public relations or related field strongly preferred. Strong writing and editing skills. Web maintenance and design experience. Prior work in communications, public relations and/or hospital/healthcare management or public health. Understanding of the purpose and functions of various local, state and federal regulatory agencies and an understanding of hospital, medical staff and health issues is preferred. Understanding of federal grant program or contract experience desired.

We encourage you to learn more about the Transforming Clinical Practice Initiative, by visiting the following website: [http://innovation.cms.gov/initiatives/Transforming-Clinical-Practices/](http://innovation.cms.gov/initiatives/Transforming-Clinical-Practices/)

Send resume and salary history to:

**Iowa Hospital Association**

Clara Stults
100 E Grand Ave.
Des Moines, IA 50309
stultsc@ihaonline.org