

JOB DESCRIPTION

1. JOB DETAILS

Job Title:	Deputy Medical Director – Digital (DMDD) / Chief Clinical Information Officer (CCIO)
Accountable To:	Executive Medical Director
Location for Base:	To be discussed
Job Plan:	Up to 5 PAs will be allocated to the DMDD / CCIO role. Remaining job plan to be agreed but should not exceed 12 PAs

2. JOB SUMMARY

The Deputy Medical Director – Digital (DMDD) / Chief Clinical Information Officer (CCIO) will provide the expert advice, leadership and management necessary to support the safe and efficient design, implementation, and use of clinical digital systems to deliver improvements to the quality of care and patient outcomes. The post-holder will provide expert digital clinical advice and guidance, working collaboratively with key stakeholders (across acute and community settings) to ensure clinical and patient involvement in the planning, development, delivery and evaluation of systems and services.

The postholder will be responsible for leading all clinical engagement activities of the Trust's new acute EPR programme and ensuring all clinical professions are appropriately involved and demonstrate ownership in this significant transformational programme for the organisation.

They will promote innovation and champion the development of a clinically appropriate information culture across the organisation. They will line manage the clinical digital teams in delivering new and updated clinical digital systems implementations.

All staff are expected to work to the Trust Values:



Kindness – Kindness and compassion cost nothing, yet accomplish a great deal.



Respect - We are respectful to everyone and are open, honest and fair – respect behaviours.



Ambition – We set goals to achieve the best for our patients, teams, organisations and our partners.



Collaboration – We are stronger and better working together with and for our patients.

3. ROLE OF DEPARTMENT

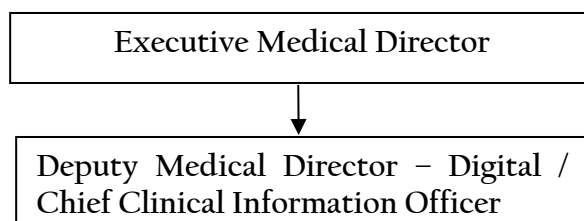
The Medical Directorate supports the provision of the highest quality patient care, including setting accountability, and leading collaboration and engagement to evolve as a highly developed clinically led organisation.

The Directorate acts as a driver for quality improvements as well as ensuring compliance against the Medical Director statutory and regulatory functions.

The Medical Directorate provides strategic leadership in shaping the clinical culture, implementing strong clinical governance and patient safety arrangements across the Trust. The team supports and leads developments in areas against Trust objectives set by the Executive Medical Director, whilst demonstrating a strong commitment to delivering a high-class service for patients.

The Directorate is committed to improving the patient experience, improving standards of care and services, whilst commanding the confidence of colleagues within services and other specialty teams across the Trust.

4. ORGANISATIONAL CHART



5. KEY WORKING RELATIONSHIPS

Internal:

Working with:

- Trust Board and Executives
- Stakeholders of Digital and Clinical Systems across the organisation
- Digital and clinical leads representing all clinical and technical backgrounds
- Groups, committees, leadership and governance for clinical process as it relates to safety, quality, design, improvement and standards related to the configuration, adoption, use and improvement of Digital Information Systems
- Digital Health Specialists (clinical and technical) to ensure that clinical process, design, requirements, procurement, assurance, integration and services are reflective, communicated, engaged and supported throughout the clinical community

- Medical Directorate Team
- Collaborative Leadership Teams
- All managerial and professional staff within the organisation

External:

Working with:

- Suppliers of all digital health systems and hardware to ensure alignment with the organisation's strategic objectives and plans to support better outcomes and efficiency; integration across supplier systems and digital empowerment of patients and citizens
- Patients and patient advocacy groups to ensure that the patient voice is central to vision, strategy, implementation and their outcome
- Regional / national partners and commissioners to drive and support digital maturity convergence and integration
- National and devolved care agencies (support, improvement and innovation) and regulatory bodies on promotion of digital healthcare systems
- Clinical regulatory, compliance and reference groups
- Professional, regional, national and international specialist interest groups and organisations

6. DUTIES AND RESPONSIBILITIES OF THE POST

Main Duties and Responsibilities

- Provide high quality clinical and digital leadership across the Trust on the adoption and engagement in the use of digital technologies to support safe patient care, working in partnership with the Executive Team, Clinical Directors, Consultants, Collaborative Leadership Teams, Heads of Nursing and Allied Health Professional leads
- Clinical lead to support the delivery of the Trust's new acute EPR programme, ensuring robust engagement and communication processes are in place with all clinical staff to provide appropriate input into the decision- making process. To be a key member of all necessary governance forums to act as advocate for the clinical staff
- To act in the role of the Trust's Clinical Safety Officer for all clinical digital systems and undertake regular reviews to provide clinical safety assurance and sign off prior to clinical system in- house developments and implementations.
- Ensure the establishment and maintenance of good relationships and communication throughout the Collaboratives and with the wider Trust, promoting a culture where clinical staff and other staff are actively involved in the decisions on how digital systems and services are provided, governed and targets delivered.

- Ensure that all key stakeholders are consulted in the design, delivery, and evaluation of clinical digital systems, including patients, carers, clinicians, technical and programme teams and best-practice groups.
- Promote clinical leadership, nurturing digital capabilities and continuing professional development.
- Promote innovation and champion the development of an information/digital culture that drives continuous clinical and business improvement across the organisation and act as a champion for digital health as an enabler for safe and effective care.
- Provide expert advice, leadership and management for the strategic direction of digital health design, implementation, and delivery.
- Complete ad hoc tasks and projects at the request of the Executive Medical Director and/or Executive Chief Nurse.

Communications

- Responsible for developing and delivering the clinical elements of the digital strategy to ensure highly complex messages reach the Trust's clinical audience and that all clinicians have a comprehensive awareness and understanding of the overall digital strategy, including the new acute EPR programme.
- The need to communicate highly complex technology issues in a non-technical way, so the target clinical audience fully understand any communication, is essential.
- Actively manage clinical stakeholders, responding to, and resolving, any conflicts as they arise and using highly developed and sophisticated communication skills.
- Maintain active communication with key clinical members of implementation teams, and persuade and influence stakeholders as required to meet agreed timelines.
- Establish and maintain effective professional and clinical networks across the organisation and beyond, to support the clinical transformation and establish best practice for the use and development of clinical information systems. Foster strong supportive relationships and support the achievement of overall Trust objectives.
- Promote cultural change and inspire clinical staff and clinical stakeholders of the benefits of clinical digital systems to deliver significant patient safety, quality, and clinical efficiency and clinical management and outcomes.
- Provide presentations on clinical digital systems including highly- complex content and updates relating to the delivery of digital programmes.
- Effectively chair meetings on highly complex or contentious issues with internal and external parties, clinical, business, support and operational staff, using effective negotiation and motivation skills to deliver satisfactory agreed outcomes.
- Determine and advise the Senior Management/Executive Team on implications of national and local digital policy/strategy development from a clinical perspective.

Responsibility for Patient Care

- Ensure digital clinical systems support the delivery of best practice clinical care.
- Ensure that structures are in place to monitor effective and valid information flows within digital clinical systems which are necessary for the delivery of clinical care.
- Ensure that digital clinical systems implementation follows the guidance recommended in the Clinical Risk Management Plan in accordance with Clinical Risk Management Standards. Take a lead role to promote, support, review, and enhance the whole IT Clinical Safety Management System within the Trust.
- Use their clinical experience to reasonably ensure Clinical Safety Cases accurately reflect the Hazard Log for each system to ensure safe care can be delivered.

Planning and organising

- Contribute to the overall Trust Digital strategy and prepare, agree, and manage robust and highly complex plans for the digital clinical work streams for short, medium, and long-term developments.
- Work with the Executive Medical Director, Executive Chief Nurse and senior clinical leaders across the Trust, to ensure clinical objectives within the digital strategy plans are aligned to the Trust's vision, values and strategic objectives.
- Assess co-dependencies, potential constraints, risks, and current and emerging issues which may impact on the success of clinical digital system use in order to proactively develop mitigation plans to minimise their impact.
- Collaborate with local partners in any cross-organisational work in relation to clinical digital systems or solutions.
- Ensure that clinical digital systems are implemented in accordance with relevant patient safety standards and professional guidance.
- Provide advice and guidance in relation to the specification and development of new clinical digital systems.
- Validate the benefits and outcomes delivered by the introduction of clinical digital systems.

Responsibilities for Physical and / or Financial Resources

- Ensuring maximum efficiency, in the allocation of resources and skills to the digital clinical work streams.
- Work with appropriate clinical teams to ensure a cohesive approach to identifying and tracking clinical and financial benefits.

Responsibility for Policy and Service Development and Implementation

- Work with the Executive Medical Director, Executive Chief Nurse and senior clinical leaders to ensure the development, or revision, of Trust-wide policies and procedures to underpin the delivery of clinical digital functionality.
- Lead on the development of clinical standards and policies for the use of clinical digital systems.

- Responsible for developing a high-level understanding of clinical digital functionality to enable the full exploitation of systems to support new clinical ways of working that are required to deliver the Trust's strategies.
- In collaboration with the Digital Health Team, examine current and emerging national policy and associated documentation and respond accordingly, disseminating knowledge at the appropriate level across the organisation and adjusting local plans where relevant.
- Working autonomously to interpret local and national policy relating to implementation and safety of clinical digital systems
- Contribute to the development and maintenance of clinical pathways and associated guidelines and policies using the appropriate areas of clinical digital expertise as required.
- Ensure that actions identified in the Trust's Risk Register for clinical digital systems are translated into measurable service delivery.
- Ensure that proposed service redesigns to support the service improvement programme and transformation programmes, requiring digital input, meet clinical digital safety standards.

Responsibilities for Human Resources and Leadership

- Facilitating the appointment of all posts, the majority of which are senior clinicians, to the necessary clinical project delivery teams in a timely manner to meet key deadlines and necessary level of engagement to frontline staff.
- To provide clinical leadership to the Clinical Digital Team to ensure their alignment to the dealing with digital issues presented by frontline staff.
- Working with the Associate Director of Digital, input into annual appraisals and setting objectives for members of the Clinical Digital Team

Responsibilities for Teaching and Training

- Working with Associate Director of Digital, be responsible for ensuring all training content, materials, and methodology, are appropriate to support the delivery of the clinical functionality of digital systems. This will ensure that clinical staff feel confident in the use of new functionality at the time of go lives, and minimises clinical risk.
- Responsible for ensuring that 'floor walking' support is available for clinical staff at 'go lives' of all aspects of clinical functionality within the Digital Programme to encourage system compliance, and minimise risk and disruption to patient care.
- The post-holder is responsible, with management support, for their own personal development and to actively contribute to the development of colleagues.

Responsibilities for Data and Information Resources

- Responsible for adapting and developing major Digital information systems to meet specifications relating to clinical practice.
- Ensure standardisation of clinical terminology, coding, and compliance to ensure that digital systems meet the needs of regulatory compliance.
- Act as the named Trust Clinical Safety Officer in accordance with DCB 0160 and DCB 0129 (Application of Patient Safety Risk Management to

<p>the Manufacture (DCB 0160) or Deployment and use of Health Software (DCB 0129)).</p> <ul style="list-style-type: none"> • Observe and maintain strict confidentiality of personal information relating to patients and staff. <p>Research, Development and Audit</p> <ul style="list-style-type: none"> • To encourage a culture of evaluation, audit, and research in relation to digital clinical systems. • Plan and coordinate research and development projects to assess/monitor the impact of digital clinical systems in improving care delivery and clinical outcomes. • Develop productive working relationships with the Trust's Research and Development Team. • Identify key metrics and undertake complex audits to measure and improve performance of digital clinical systems and clinical information systems at both a local and Trust wide level. • Provide a clinical management response to relevant audits and develop action plans for improvements as required. • Pro-actively research digital systems best practice, referencing other NHS deployment sites. Continuously review lessons learned and benefits realisation. • Monitor regional, national, and international development of clinical digital systems and standards and apply best practice within the organisation.
<p>7. WORK SETTING AND REVIEW</p> <p>(Who is responsible for setting and reviewing the work, the extent to which the post holder works unsupervised, and the extent to which they are free to act without direct reference to a more senior person)</p>
<p>The post holder will report to the Executive Medical Director and a joint regular review will take place. The post holder will have overall responsibility for the provision of expert clinical direction and advice to the organisation.</p>
<p>8. INDIVIDUAL RESPONSIBILITIES</p>
<p>The post holder is expected to:</p> <ul style="list-style-type: none"> • adhere to Trust policies and procedures and relevant legislation including the requirements of the any professional bodies • attend mandatory training as identified by the Trust • adhere to Trust infection prevention policies, procedures, audits in line with the Health Act 2006, to actively reduce Health Care Associated Infections
<p>9. CONFIDENTIALITY</p>
<p>The post holder must maintain the confidentiality of information about patients' staff and Trust business in accordance with the General Data</p>

Protection Regulations (GDPR), Data Protection Act 2018 and Caldicott principles.
10. HEALTH AND SAFETY
Employees must be aware of the responsibilities placed upon them under the Health & Safety at work Act (1974), to ensure that the agreed safety procedures are carried out to maintain a safe environment for employees and visitors.
11. RISK MANAGEMENT
All staff have a responsibility to report all clinical and non-clinical accidents, incidents or near-misses promptly and when requested to co-operate with any investigations undertaken.
12. EQUALITY AND DIVERSITY
<p>All employees of the Trust have responsibility to:</p> <ul style="list-style-type: none"> • Act in ways that support equality and value diversity. • Treat everyone with whom they come into contact with dignity and respect. • Act in ways that are in accordance with Trust's Single Equality Scheme, Equality and Diversity policy, and Dignity in the Workplace policy.
13. SAFEGUARDING
<p>All employees have a duty for safeguarding and promoting the welfare of children and adults at risk. Staff must be familiar with the trusts Safeguarding Policy and the process for raising concerns about the welfare of anyone with whom they have contact. Staff must also ensure they receive the appropriate level of safeguarding children and adult training depending on their role in the Trust.</p> <p>Staff are expected to access supervision and support from their line managers and/or the locality based safeguarding team when managing complex cases where applicable to their role.</p>
14. INFORMATION GOVERNANCE
The post holder must keep up to date with the requirements of information governance; undertake mandatory training and follow Trust policies and procedures to ensure that trust information is dealt with legally, securely, efficiently and effectively.

It is important that the post holder processes personal identifiable information only in accordance with the Trust Data Protection Act notification to the Information Commissioner. The post holder must check with the Data Protection Officer before creating new systems to process person identifiable information to ensure that this is carried out within the scope of the Data Protection Act 2018 notification.

The post holder must manage the records they create or hold during the course of their employment with the Trust in an appropriate way, making the records available for sharing in a controlled manner subject to statutory requirements and agreed security and confidentiality policies, procedures and guidelines e.g. Data Protection Act 2018, Freedom of Information Act 2000, General Data Protection Regulations, Caldicott Guidelines NHS Confidentiality Code of Conduct 2003, and professional codes of conduct on confidentiality.

The post holder must maintain the confidentiality of information about service user staff and organisational business in accordance with the new Data Protection Act 2018 and Caldicott principles.

It is likely that the post holder will be in contact at some time with a form of information system, and therefore is responsible for implementing and maintaining data quality. The post holder, when making entries into records, must ensure that these are legible and attributable and that the record keeping is contemporaneous. It is essential that information recorded within records either on paper, in an electronic format or both paper and electronic is accurate, complete and relevant.

PERSON SPECIFICATION

Deputy Medical Director – Digital / Chief Clinical Information Officer:

Factor	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Medical practitioner with current (unrestricted) GMC registration and an appointed Consultant on the specialist register • Extensive experience gained as a medical or dental Consultant • Demonstrable evidence of extensive continuing professional development. • Further training or experience in clinical leadership or supporting change management processes • Senior medical management / leadership experience 	<ul style="list-style-type: none"> • Certified Clinical Safety Officer • Masters level degree in either digital healthcare leadership, business analysis or process re-engineering, or equivalent (or relevant experience). • Registered with a professional body related to Information Technology e.g. FEDIP, The Chartered Institute for IT, or the Faculty of Clinical Informatics (FCI). • A high level of knowledge for Programme and Project Management. • NHS Digital Academy Programme Graduate.
Knowledge & Experience	<ul style="list-style-type: none"> • Broad knowledge of new technologies and their potential for application in healthcare and understanding of the wider NHS digital agenda. • Ability to provide a strategic overview of the development of clinical digital systems to support high quality care and organisational effectiveness. • Organisation development: understanding of the requirements of an information culture and an interest in emerging technologies, clinical information systems outcomes and measures. • Significant experience in clinical practice • Management experience at a senior level. • Demonstrable experience in leading at least one major digital intervention, such as deployment of an Electronic Patient Record system to improve care quality, within the last three years. • Change management experience related to the planning and delivery of work in a clinical setting with demonstrated success in overcoming resistance to a change in clinical working practice. 	<ul style="list-style-type: none"> • Patient safety: Responsibility for clinical risk management of digital clinical systems and services in accordance with NHS standards. • Knowledge of clinical pathways across NHS acute organisations and knowledge of corporate objectives and key pressures across the Trust. • Knowledge of working with NHS acute organisation Safety, Risk and Governance Assurance Systems. • Previous CCIO experience

Factor	Essential	Desirable
	<ul style="list-style-type: none"> • Experience of translating business requirements into information/system requirements, and producing other documentation associated with the implementation of IT systems; e.g. Business Cases, Risk Assessments, Risk/Issues Logs, Policies, Procedures, Process Maps, Work Plans. • Proven ability to engage effectively with a broad range of stakeholders within and outside the organisation and in a multi-professional environment. 	
Skills and Aptitudes	<ul style="list-style-type: none"> • Strong interpersonal and communication skills – both written and oral; demonstrated in settings within and outside the organisation involving front line staff to Director level. Able to express complicated, multi-stranded concepts in an accessible way, both verbally and in writing and in a multi-professional environment. Often acting as a translator between digital and clinical teams. • Excellent planning and organisation skills relating to creating and maintaining electronic filing systems, locating data and information, and meeting deadlines and planning, organising and chairing internal and cross-sector meetings. • The ability to work independently on highly sensitive and contentious issues. • Skilled negotiator and high-level influencing skills, able to persuade clinicians to engage with, implement and embed change to achieve successful outcomes. • High-level presentation skills: able to confidently present information publicly using a variety of media in different settings in both 1:1 settings and to large gatherings of clinical professionals (conferences and workshops etc.). • Ability to present to Board and engage with a broad range of stakeholders within and outside the organisation and in a multi-professional environment. • Benefits management: able to identify and articulate benefits of nursing information-enabled change 	

Factor	Essential	Desirable
	<p>and drive through these benefits through to fruition.</p> <ul style="list-style-type: none"> • Resilient: able to cope with difficult interpersonal situations, competing demands and tight timescales. Ability to remain calm in difficult and challenging situations. • Technical skills: competent in the use of ICT and a good level of understanding of professional digital standards and best practice. • Training / coaching / mentorship. Demonstrates a transformational and coaching leadership style. • Expert in analytical and problem-solving skills. • Passionate about the digital clinical agenda with a positive, persuasive and inclusive style. Credible in a multi-professional environment. • Ability to develop and maintain effective clinical networks. 	
Personal Circumstances	<ul style="list-style-type: none"> • Ability to work under pressure to tight deadlines • Interpersonal skills • Self-initiative • Evidence of ability to overcome issues & problems through creative thinking 	
Other requirements	<ul style="list-style-type: none"> • Promote equality and value diversity (KSF Level 3) 	