UNIVERSITY OF SOUTHERN CALIFORNIA

Dir, Business Planning & Devel- Hospitals

Job Code: X3100

Grade: N
OT Eligible: No
Comp Approval: 5/7/2009

JOB SUMMARY:

Has responsibility for all aspects of USC Hospitals’ business development, including growth of facility admissions and market share; physician development, recruitment and redirection; clinical program development; business planning, decision support and analytics; marketing and communication.

JOB ACCOUNTABILITIES:

*E/M/NA % TIME

Develops and implements USC Hospitals’ business strategy and market positioning. Performs ongoing analysis of market dynamics and market share changes, product line performance and overall tracking of business initiatives and competitive intelligence. Translates data and analysis into realistic business strategy.

Develops and implements marketing plan to promote USC Hospitals' business initiatives to constituents. Conducts marketing research. Tracks effectiveness of marketing programs.

Develops and implements marketing plan to promote USC Hospitals' business initiatives to constituents. Conducts marketing research. Tracks effectiveness of marketing programs.

Directs the development of effective advertising/promotional campaigns and collateral consistent with USC Hospitals’ business plan.

Directly or indirectly manages all assigned subordinate supervisors. Determines staffing needs based on short and long-term plans and goals. Reviews and endorses or makes recommendations for hiring, staff raises, promotions and reclassifications. Approves/disapproves all work guidance actions within unit. Provides performance appraisals for staff and determines need for disciplinary action. Makes recommendations or approves plans for staff training and professional development.

Plans, develops and manages program budget determining fiscal priorities. Recommends and/or makes budgetary and resource allocations. Provides financial analyses, projections and reports as needed.

Plans, organizes and directs activities aimed at improving relationships with local physicians and retains and grows physician volume. Monitors inpatient and outpatient physician volume metrics on a regular basis. Discusses volume variances with physicians.

Establishes physician recruitment priorities based on an internal development plan and an external community needs assessment. Develops processes for successful physician recruitment and/or employment. Implements as necessary.

Provides leadership for structured physician sales program. Develops strategic priorities and sales plan using internal strategies and data. Solicits opinions, promotes new services and monitors results.
Cultivates and develops relationships with local employers regarding health promotion and managed care contracts. Cultivates and develops referral relationships with other facilities, including nursing homes and other hospitals. Makes presentations, as required.

Identifies new business opportunities based on research and analysis including developing concept and analysis; preparing volume and financial projections, working with operations on program implementation.

Provides direction for USC Hospitals' foundation annual giving plan.

Performs other related duties as assigned or requested. The university reserves the right to add or change duties at any time.

*Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.

EMERGENCY RESPONSE/RECOVERY:

Essential:  
Yes  In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.

JOB QUALIFICATIONS:

Minimum Education:
Bachelor's degree

Minimum Experience:
5 years

Minimum Field of Expertise:
Five years healthcare management level experience in strategic planning, business development, market research or related executive area. Knowledge of healthcare organization, administration and systems; strategy and financial planning; and standards, laws and regulations applicable to managing business development and planning issues with hospital operations. Strong project management skills. Demonstrated interpersonal skills.

Preferred Experience:
7 years

Skills:  Other:
Analysis
Assessment/evaluation
Coaching
Communication -- written and oral skills
Conceptualization and design
Conflict resolution
Counseling
Development/fundraising
Human resource process and employment knowledge
Interpretation of policies/analyses/trends/etc.
Interviewing
Knowledge of applicable laws/policies/principles/etc.
Leadership
Managerial skills
Networking
Organization
Planning
Problem identification and resolution
Project management
Public relations
Public speaking/presentations
Staff development
Teaching/training

Skills: Machine/Equipment:
- Calculator
- Computer network (department or school)
- Computer network (university)
- Computer peripheral equipment
- Fax
- Personal computer
- Photocopier

Supervises: Level:
- Supervises employees and/or student workers.

Supervises: Nature of Work:
- Administrative
- Professional/Paraprofessional
- Project Management

SIGNATURES:
Employee: ___________________________ Date: ___________________________
Supervisor: __________________________ Date: ___________________________

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

The University of Southern California is an Equal Opportunity Employer