



Medical Director Recruitment Pack

December 2020

Hospice Information

Willow Wood Hospice exists to promote and provide skilled and compassionate palliative care of the highest quality. We provide care in a variety of setting spanning inpatient, outpatient, and home based care, directly serving the population of Tameside and Glossop.

Willow Wood is respected by stakeholders to be able to identify exciting new opportunities for palliative and end of life care, with the reputation to deliver through innovative approaches that engage both the medical and voluntary sectors. Holistic approaches balanced alongside a robust but appropriate medical model of care which is valued by patients and families, and this is reflected in the tremendous support received from the community we serve.

Set up in 1990, The Hospice now has 90 staff and 550 volunteers to support around 2000 patients and their families every year.

Our services include:

- Palliative care from specialist doctors and nurses
- Discharge support
- Rehabilitation services provided by a comprehensive team of allied health professionals
- Dementia Care Services in the home
- Day Service Clinical (START Support, Treatment, Assessment, Rehabilitation, Therapy)
- Complementary Therapy
- Bereavement Support for both adults and children
- Spiritual Care

We are proud to provide all of Willow Wood's services free of charge but of course this does come at a cost to the Hospice. We have annual running costs of around £2.8 million; 22% of the funding comes from the NHS through the local CCG while the remainder is secured by raising funds in our local community.

The Tameside and Glossop Community Team are now physically located within the Hospice building and the point of contact that patients and service users now have encompasses both Hospice care and the care of the community teams. We continue to work closer together for the benefits of our community and are excited about how this will continue to develop in coming months and years.

The future

Willow Wood is operating in a rapidly changing world and faces a series of significant strategic challenges and opportunities. The UK's ageing population and the increasing prevalence of individuals with multiple, chronic conditions will place new demands on care services.

There is an increasing demand for providing care in a holistic and integrated way and Willow Wood is in a strong position to help coordinate the care that is required. Drawing on the skills of our workforce to assess and respond to the needs and preferences in a timely way we will serve our local people to the best of our ability.



Job Description

Post:	Medical Director
Responsible to:	Chief Executive Officer
Accountable to:	Hospice Trustees
Hours:	8 Sessions per week + on call
Salary:	£ 77,913 - £105,042 (pro rata) + on-call allowance

Job Purpose

To have overall clinical responsibility for the safe and effective medical care of all patients referred to Willow Wood Hospice services.

To share in the management and leadership of Willow Wood Hospice, as a member of the Senior Management Team (SMT), contributing to strategic planning and direction and providing positive, visible, dynamic challenging and empowering leadership in the day to day clinical operation management of the hospice.

Accountable to the CEO, the Medical Director Shares responsibility equally with the Head of Clinical Services for the overall clinical direction of the Hospice, strategic planning and budgeting for the Hospice.

General requirements of the Medical Director

The Medical Director will fulfil the following broad requirements:

1. To provide strong clinical leadership within the organisation, advising the Board as appropriate and serving on the SMT
2. To oversee the quality of care and support provided (both to patients, families and colleagues), including audit activity
3. To manage the medical team and it's work (including trainees and visiting medical specialists)
4. To lead, develop and deliver educations programmes
5. To engage in key strategic relationships and partnerships that help the organisation meet its aims and goals
6. To role model multi-disciplinary team working by promoting effective communication and leading or attending required MDT meetings

Leadership Responsibilities

- To contribute to the development of Hospice strategy in order to drive the corporate agenda for the Hospice.
- Providing a medical perspective to the evolution of the Hospices vision, strategic direction, values and culture.
- To effectively champion and lead the development and redesign of Hospice services, working closely with the Head of Clinical Services and/or relevant managers.
- Lead, as a member of the multi-disciplinary management team, in strategic planning of services, to ensure optimal use of budget and resources.
- Provide professional advice to the Board and Chief Executive on the appropriateness of, and safety of, medical practice in the Hospice.
- To contribute to the national development of Hospice care through engagement on national working groups, attendance and involvement in national and local conferences.
- To attend local and regional strategy meetings in relation to Education, Medicines Management and new ways of working.
- To support Hospice fundraising activities wherever senior presence is required (a shared responsibility with other member of the SMT).
- To contribute to the appointment of medical and other senior staff within the organisation.
- Incorporate clinical effectiveness, risk management and audit into everyday practice and service developments.
- To provide guidance on ethical issues emerging in relation to patient care.

Relationships and partnerships

- Working with the Head of Clinical Services, oversee a high standard of clinical practice across the Hospice; ensuring services are safe and clinically effective. Providing an adequate and effective programme of clinical audit, research and development across the Hospice, the outcomes of which are appropriately communicated, actioned and reported appropriately. Act to challenge approaches, which fall short of national guidelines and professional standards.
- To engage with the Palliative Care Consultant at the Trust as well as the CCG commissioners about the work of the Hospice and ways in which we can work together to meet the needs of the local population.
- To represent the Hospice on external bodies, including the GM Partnership.
- To support the development of effective working with other organisations.
- To proactively identify new partners with which the hospice may wish to establish relationships to improve the delivery and experience of receipt of care at local level.
- Work closely with colleagues in hospital and community teams to identify ways in which we can work together to increase the seamlessness of transfer of care between settings.
- To consider new partnerships with other medical teams that could increase our effectiveness in meeting multiple and changing needs in our patient population.
- To consider new local partnerships that will help increase efficiencies/reduce costs through increasing shared resources.

Quality and Governance

- Ensure that robust clinical governance systems are in place with the active participation of all medical staff in order to ensure high standards of patient care.
- To be the Caldicott Guardian.

- Lead Clinical Governance Group.
- To act as Audit and Research lead to ensure demonstrable quality in all our activities.
- To role model behaviour in ensuring a culture of care exists in the hospice which embeds Clinical Quality, Governance and monitors the effectiveness of care.
- To support other staff within the Hospice in their work to improve and maintain a high quality of skill and care.
- To be involved in and manage complaints relating to medicine.
- Alongside appropriate members of the SMT, manage serious incidents, with responsibility for identifying and sharing organisational learning.

Education and research

- To lead on clinical education and to initiate and develop medical teaching events, facilitating participation by hospice staff as appropriate.
- Alongside The Head of Clinical Services, develop an annual plan of development and training.
- To contribute to the strategic development of the education and training functions of the hospice, in particular to integrate the skills of the wider palliative care team.
- To act as Audit and Research lead to ensure demonstrable quality in all our activities.
- Promote the culture of a learning organisation committed to ensuring the provision of high quality care, evidence based practice and continuous improvement.
- Mentor GP trainees in the Innovative Palliative Medicine post at the Hospice.
- To offer teaching for Manchester Medical School students under the existing SLA, whether on day community or elective/special option placements, with mentoring when required.
- Ensure up to date knowledge and skills in palliative medicine. Attendance at training sessions, which meet the requirements for continuing professional development.
- To work with Macmillan Facilitator undertaking education sessions.
- Facilitating clinical research and development.
- Ensuring that projects/proposals meet the highest clinical and ethical standards with due regard to patients' rights and dignity.
- Ensuring that all proposals are submitted to the appropriate Ethics committee.
- Approving and supervising the writing up of all research reports and encouraging submission to appropriate professional journals.
- Responding to all approaches from outside bodies interested in involving Hospice patients or staff, or in collaborating with the Hospice, on research projects.

Management

- To play a full part as a member of the Hospice SMT.
- To manage accountable budgets effectively and help the Hospice meet its annual financial and non-financial objectives.
- To manage the Hospice medical staff, developing them as individuals and as a team to provide excellent care.
- To be responsible for organisational appraisals of medical team (relevant training will be provided if required).
- Encourage career development opportunities for medical colleagues.

Clinical Responsibilities

The Medical Director is responsible for:-

- To ensure the highest possible standard of medical care for patients, taking account of emotional, social, spiritual needs and to promote and refine the multi professional approach.
- To attend to the needs of individuals patients, their families and carers, attending family meetings and case conferences as required.
- Provide medical advice by telephone at the request of external health professionals.
- Ensure that there is medical on call cover available 24/7 and to participate in the on call rota.
- Ensuring that all clinical requirements of Service Level Agreements and contract obligations with Health Boards are met.
- The planning of, negotiation for, and advising on recruitment of staff for all departments under his/her direction.
- Advising/input on all Hospice publications.
- Responding to questions from professional colleagues, the media and the public about the clinical aspects of the work.
- Undertaking the role of Caldicott Guardian, ensuring that systems and processes for safeguarding patient data are in place and working effectively.

Knowledge, Training and Experience required to fulfil this role

The post holder will have a sound knowledge and understanding of developments in specialist palliative care combined with experience of strategic decision-making, planning, redesign of services, implementing change and medical advisory work.

The post holder will require a high level of interpersonal and team-working skills, strategic and technical skills combined with a supportive and visible leadership style. The post holder must have the necessary stature to earn the confidence and respect to effectively lead and deliver high quality medical services. It will be essential to have the skills to develop a culture that encourages initiative, individual and team responsibility with open communication that motivates staff.

Additional Notes

- a) This job description is not intended as an indication of the full and detailed range of duties that may be undertaken by the post holder and will be reviewed and developed to reflect the changing needs of the service. Other duties required by the CEO or on behalf of the Trustees that are commensurate to the grade of the post may be requested from time to time.
- b) The employer shares with the employee the dual responsibility for suggestions to alter the scope and content of this document in order to improve the working situation.
- c) There is a duty to be aware and adhere to all professional governing body rules and particular "Acts" or statutory requirements, which may vary from time to time.
- d) Willow Wood Hospice operates a no smoking policy.
- e) This post requires a satisfactory standard disclosure from the Disclosure and Barring Service (DBS).
- f) This post is not an NHS post.
- g) Working patterns are based upon 4-hour morning session or a 4-hour afternoon session.

Medical Director
Person Specification

	Essential	Desirable
Qualifications & Eligibility	<ul style="list-style-type: none"> • Recognised medical qualification (MBBS or equivalent) • Higher medical qualification eg. MRCP, MRCGP • Certificate of Completion of Training in Palliative Medicine or equivalent and inclusion on the GMC Specialist Register • Full registration with the GMC and holding a licence to practice • Eligibility to work in the UK 	<ul style="list-style-type: none"> • Diploma in Palliative Medicine
Leadership and Management	<ul style="list-style-type: none"> • Ability to take an organisational perspective and transcend medical professional boundaries to drive service development and change • Experience of managing and leading staff • Proven experience of leading organisational change • Strong negotiating, influencing and interpersonal skills • Ability to inspire the medical team and lead their development both individually and as a group • Able to communicate clearly and confidently on complex subjects and ideas to diverse professional and public audiences • Willingness to support hospice staff from other professions and volunteers in their work 	
Clinical	<ul style="list-style-type: none"> • Ability to prioritise clinical need • Ability to contribute to multi professional team working • Commitment to multi agency working 	

	<ul style="list-style-type: none">• Analytical and logic approach to symptom management	
Additional	<ul style="list-style-type: none">• Up to date with current practice and national initiatives in specialist palliative care• Awareness of confidentiality and ethical issues• Awareness of the process of commissioning services• Commitment to ongoing professional development with evidence relevant CPD• Proven teaching ability, including use of a variety of teaching methods	