Digital Health Clinical Lead, Care Quality Improvement Directorate

Reports to – Clinical Vice President (CVP)

Tenure – 2 years in the first instance with an opportunity to renew for a further 12 months following formal review with the CVP

Hours – One day per week, on a voluntary basis

Location – Applicants will need to be based within the UK and will be expected to work flexibly to meet the requirements of the role. Work will be predominantly remote with an expectation around attendance at in person meetings at the RCP office in Liverpool or London where appropriate.

The purpose of your role

Digital innovation is a focus of national health and social care policy and is high on the political agenda. The COVID-19 pandemic has accelerated the adoption of digital tools across healthcare, and it is clear that these tools will play an increasingly significant role in the future of healthcare delivery. They are helping to transform efficiency and response times but require patients and clinicians to adapt to new approaches and different ways of working. Digital tools have become increasingly important in the delivery, sustainability, leadership, and transformation of health services. These innovations in health and social care provide an opportunity for the RCP to build on the strategic leadership it has given in this domain to date.

As the leading body for physicians in the UK and internationally, the RCP envisages a world in which everyone has the best possible health and healthcare. To achieve this vision, our digital health strategy recognises the extraordinary demands on the NHS and other healthcare systems, on the clinicians that work within these systems and the needs and experiences of patients and carers. The digital health strategy will guide its work in this area over the next 3 years and potentially beyond.

The RCP strategy (2022) cites areas of focus for the RCP:

1. To educate physicians and support them to fulfil their potential.
2. To improve health and care and lead the prevention of ill-health across communities.
3. To influence the way healthcare is designed and delivered.

Our digital health strategy aligns closely with these priorities. To support its development, we engaged with RCP staff and officers, the medical specialties and our Patient and Carer Network. We will continue to consult and collaborate with these groups and with our key digital stakeholders to inform and support us in its delivery.

The overarching purpose of this role therefore is to provide clinical and strategic leadership to the College, its fellows and members and staff, on matters relating to digital healthcare. The role will lead and support the delivery of the digital health strategy working in partnership with key stakeholders across the college, and with partner organisations.
About the Care Quality Improvement Directorate

This role is based within the Care Quality Improvement Directorate (CQID) reporting to the Clinical Vice President (CVP) but will also work with teams across the RCP.

How we’ll measure your success

Success in the role will be established through your ability to work as part of a team within CQID and the quality and nature of relationships that you nurture with key stakeholders within the RCP and beyond. We will measure this based on:

- Your support for the CVP, CQID Executive Director and Deputy Director in delivering CQID’s Operational Plan agreed annually and monitored via the CQID Board.
- Achievement of objectives (agreed with the CVP and Executive Director for CQID and lead executive for the digital strategy) and as part of an annual appraisal process with the Clinical Vice President.
- Your leadership and support of wider college initiatives in support of the RCP strategy and in particular the RCP digital strategy.
- Your ability to work in a team alongside other directors in the department and the quality of advice that you provide to teams across the directorate and the college.
- Your ability to work autonomously, use initiative and problem solve.
- Successful engagement of stakeholders, including those wishing to form strategic partnerships.
- Your contribution to and support for our values.

What you’re responsible for

Strategy and governance

- To contribute to the RCP’s strategic objectives through clinical leadership of its digital health strategy in a manner that’s consistent with its values.
- To advise and represent the College on matters relating to digital healthcare, reporting to and deputising for the Clinical Vice President as needed.
- To be proactive in seeking opportunities to enhance the impact of the RCP’s digital health agenda and strategy, identifying partnership or collaborative working with external colleagues where appropriate.
- To work collaboratively with RCP colleagues to maximise the impact of digital health activity in support of the strategy.
- To identify areas of potential development and improvement to existing work and new areas of work in development in the directorate and across the College.
- To maintain an awareness of the resource allocation that supports delivery and contribute towards the long term sustainability of work across CQID.
- To contribute effectively to governance groups within the RCP including the CQID Board, Council and College Officer’s Forum.
Leadership and professional advice

- To maintain an awareness and understanding of developments in digital health care through pro-active horizon scanning and intelligence gathering.
- To lead work with colleagues to ensure that the development and delivery of digital health activity is aligned to strategy and achieving expected outcomes.
- To work with College Officers and colleagues in the wider RCP to provide thought leadership and support for interpreting or contributing to national policy relevant to digital health and digital tools, translating into recommendations and action where relevant.
- Support activity to leverage the RCP membership and experience to inform delivery of the digital strategy.
- Support the development and delivery of digital networks to support our members and minimise the risk of digital exclusion.
- Encourage the development of best practice and protocols relevant to digital health in partnership with others.
- To work with senior managers in programme and project teams to address and resolve matters arising from delivery of the digital strategy.

Stakeholder engagement

- To work with stakeholders to identify areas of common alignment with the RCP strategy and digital strategy.
- To build and maintain successful relationships with key external stakeholders such as the NHS transformation team.
- To promote the RCP and its digital health strategy within the digital healthcare community, communicating and supporting the aims of the strategy.

General

- To contribute to the development of a learning culture in CQID.
- Adhere and comply with the provisions of the RCP’s health and safety policy.
- Adhere and comply with all RCP data protection and security policies and procedures.
- Undertake all duties and responsibilities in compliance with the rules and regulations encompassing equal opportunities.
- Any other duties as may be reasonably expected and which are commensurate with the level of the post.

Board and meeting membership

You will be a member of the following boards and meetings:

- Non-elected member of Council (bi-monthly).
• Medical Specialties Board.
• Care Quality Improvement Directorate Board (up to three per year).
• Patient Safety Committee.
• College Officers Forum (bi-annual).
• RCP Digital Engagement Group.
• Academy of Medical Royal Colleges digital group.
• other college and federation committees as required.
• Representation or deputation at external meetings as requested by the Clinical Vice President.

Further to discussion with the CVP, you may also be invited to represent the College at national and international meetings and conferences as necessary.

Your experience includes:

Essential Qualifications

• Medical doctor on the consultant or GP register or in an SAS position, with current registration and licence to practice, and currently practising clinically or in medical management or academia.
• Other senior clinical professional, with current registration to practice and clinically active.
• Evidence of continued professional development relevant to this post.
• Clinical management or leadership experience within the NHS.
• Membership of relevant professional body
• Unblemished record with the GMC or equivalent

Experience and skills

• NHS leadership experience with a good understanding of NHS, healthcare management structures and systems with experience of holding a management role within a large provider.
• Credibility and recognition as a leader in digital healthcare.
• Significant experience of leading local, regional or national digital health improvement and innovation programmes.
• Experience of partnership working across healthcare sectors and professions including successful initiation and facilitation and maintenance of multi-professional strategic partnership working, in the field of digital health.
• Experience of obtaining funding through bid, proposal or tender writing, developing consultancy or business services.
• Ability to work effectively as part of a team; coaching and encouraging contributions from members, reviewing and supporting their performance to promote improvement and ensure outcomes are met.
• Effective verbal and written communication skills: strong verbal reasoning and the ability to clearly articulate complex messages; experience of writing and editing reports, academic papers and materials for lay and non-clinical audiences.

• Able to interpret national policy directives and to translate these into implementation plans

Desirable

• Management or leadership qualification.

• Recognised training and preferably a qualification in digital healthcare such as the NHS Digital Academy diploma in digital health leadership or equivalent.

• Fellowship of the Faculty of Clinical Informatics.

Personal attributes

• Effective leadership through demonstration of personal qualities, such as self-awareness, integrity and self-management.

• Acts in a manner consistent with the values and priorities of their organisation and profession.

• Demonstrates awareness of political, social, technical, economic, organisational and professional environment whilst also anticipating and preparing for the future by scanning for ideas, best practice and emerging trends.

• Challenges and confronts conflict, especially where this is impacting on delivery and standards, and contributes to brokering agreement.

• Articulates a vision with compelling clarity, keeping the focus on change and inspiring others to be positive in their support of improvement.

• Ability to collect data and information, analyse against evidence-based criteria to challenge existing practices and processes; to influence others to use knowledge and evidence to evaluate and achieve best practice.

• Able to embrace and cut through ambiguity and complexity.

• Ability to work with a high degree of flexibility with periodic meetings held in London and Liverpool.

• Willingness to travel (nationally and internationally) with possible periodic overnight stays.

Financial aspects

This role is a voluntary position and is unremunerated. Candidates for this role should be aware that it is the duty of a candidate to obtain advance agreement from his/her employing authority that they will be given adequate time to perform the duties of this role. The RCP will not make any additional reimbursements as part of the agreement related to this role. The RCP will not fund Clinical Excellence Awards at local or national level. Appointees can claim reimbursement of all eligible expenses incurred in carrying out their roles, in line with RCP policy.

Our values

We are committed to taking care, learning, and being collaborative. These values drive the way we behave, how we interact with each other, and how we work together to achieve our vision and improve patient care.
We value taking care
This means we behave respectfully towards people, whatever their role, position, gender or background. It means we act as representatives of the RCP and take decisions in the interests of the organisation.

We value learning
This means we continuously improve through active learning and honest reflection, so that we grow personally and as an organisation, while striving for excellence. We support learning and development opportunities.

We value being collaborative
This means we work together towards the RCP’s vision in a collaborative and professional way, understanding that individuals bring different strengths and approaches to our work. We value diversity and each other’s contributions.

As an employee/volunteer/temporary contractor you are expected to comply with all RCP data protection and security policies and procedures.

The Royal College of Physicians (RCP) believes that equality of opportunity is fundamental in whatever way individuals become involved with the RCP, whether as physicians, physicians-in-training, volunteers or staff. It welcomes and actively seeks to recruit people to its activities regardless of race, religion, ethnic origin, disability, age, gender and sexual orientation. The RCP aims to reflect the diversity of its members in all its committees, senior roles and staff.