POSITION SUMMARY

The Clinic Business Manager is responsible for the business operations, including financial management, human resource management and the successful marketing and promotion of the UNSW Optometry Clinic within the School of Optometry and Vision Science, UNSW.

The UNSW Optometry Clinic provides full scope clinical training to undergraduate optometry students and provides an optometric service to students, staff and the general public. A financially sound clinic modeling best practice in all aspects of eye care including patient and practice management and service delivery is fundamental to delivering a high quality clinical and clinical teaching experience.

ORGANISATIONAL ENVIRONMENT

The UNSW Optometry Clinic is a university teaching clinic within the School of Optometry and Vision Science at the University of New South Wales. It offers general optometric services as well as a number of specialist optometric services to the University community and to the public.

Location

The clinic is located on the UNSW Kensington campus, on the ground level of the Rupert Myers Building. Other vision organisations co-located with the School of Optometry and Vision Science include the Centre for Eye Health, a diagnostic ocular imaging facility funded by the Guide Dogs NSW/ACT, the Vision Cooperative Research Centre, the Brien Holden Vision Institute and the International Centre for Eyecare Education. The University campus is located within the residential Eastern suburbs of Sydney and the University community comprises 40,000 students and 6,000 staff. The Kensington campus is served by major bus routes along Anzac Parade which offers direct conveyance to Central railway station and Circular Quay. The nearest bus stop is a five minute walk from the clinic. The clinic is also within a 20 minute walk from the Prince of Wales Hospital, housing the Department of Ophthalmology, Royal Women’s and Children’s Hospital and Randwick shopping centre.
**Services offered**

General optometry services consist of provision of routine eye examinations, contact lens fitting and supply of spectacles and contact lenses. Specialist optometry services currently offered by the clinic include advanced contact lens fitting, colour vision, paediatric optometry, emergency red eye clinic, occupational vision testing, low vision aids, behavioural optometry and vision training.

**Teaching programs**

The School offers a five year undergraduate program leading to the combined degree of Bachelor of Optometry Bachelor of Science. The program is accredited by The Optometry Council of Australia and New Zealand (OCANZ). Students successfully completing the program are eligible for full registration as an optometrist in Australia and New Zealand. The fourth and fifth years of the program are largely spent examining patients in the Optometry Clinic, however students also undertake over 700 hours of external clinical placement activities.

In addition, a Vision Science major and minor is offered in the BSc program of the Faculty of Science which also allows an alternative pathway to enter optometry after stage 1. The Vision Science program includes the opportunity to undertake a Vision Science honours year.

The School offers an articulated GradCert/GradDip/MOptom program with courses in a variety of optometric areas and specialisations offered at advanced level. These are targeted both at practising optometrists who may wish to complete over several years and at full time (mainly international) students. Some of these courses are also accepted as part of the award of a fellowship of the Contact Lens Society of Australia and/or the Australasian College of Behavioural Optometrists. Also offered is the Graduate Certificate in Ocular Therapeutics.

The School also offers a diverse higher degree program.

**Statistics**

- The School budget is $5,000,000 per annum.
- The Clinic turnover is approximately $560,000 per annum.
- The Clinic provides approximately 8000 occasions of service to patients.
- There are approximately 450 undergraduate students.
- Postgraduate (research and coursework) student enrolment approximately 200 in total.
- The School currently consists of 24 FTE academic staff; 28.2 FTE professional & technical staff, plus numerous visiting and casual appointments.
Reporting Relationships
The Clinic Business Manager reports to the Head of School and maintains close liaison with the Clinic Director regarding the day-to-day operational and timetabling/teaching issues. The successful applicant will attend fortnightly meetings with the Head of School and Clinic Director. The role is responsible for the supervision of dispensing, administrative, reception and mentoring staff and maintains close working relationships with other clinic staff, academic staff and the student community.

Supervisor's title:
Head of School, Optometry and Vision Science

Other positions reporting to the supervisor:
All Academic Staff, Clinic Director, Executive Assistant, School Manager

Positions reporting to this position:
Receptionists x 2, Dispenser and Instructors, Administrative Assistant

KEY DUTIES & RESPONSIBILITIES

Finance
- Building and improving the retail performance of the clinic.
- Planning and delivering the clinic budget.
- Monitoring clinic income and expenditure.
- Use of NSS Financials and Sunix to monitor clinic performance.
- Financial analysis and reporting.

Marketing
- Developing, implementing and monitoring marketing campaigns to increase patient recruitment and retention
- Supervising marketing research within the University community to ensure that the visual needs of the community are met by the optometry clinic
- Engaging the student body in ongoing marketing of the clinic activities

Operations
- Managing the client-based workload in conjunction with the Clinic Director, including forward planning of workflow based on staffing, services, equipment and teaching requirements.
- Ongoing review of recall and appointment systems to better manage patient flow in the student clinics
- Optimising operational systems, protocols and business initiatives

Human Resources/Leadership
- Leading, managing and directing the administration, reception and dispensing staff (operations team), including revising and reviewing job descriptions of these staff to reflect the goals of the business plan
- Mentoring staff in the operations team to encourage, guide and support them in their roles as the clinic develops; ensuring each member of the team has definable, achievable development goals and performance targets and timelines
- Implementing the business plan and communication of the business plan and the vision for the UNSW Optometry Clinic to the clinic staff so that staff are engaged with the immediate and longer term goals of the School
- Maintaining appropriate communications with clinic staff, visiting staff, school staff and students.
• Liaising with external organisations and other healthcare professionals to achieve the goals and aspirations of the business plan.
• Ensuring that best practice in clinic systems and operating procedures forms part of staff training
• To model best practice in patient care and professional behaviour as an example to the student body
• To be an exemplary model of collegiate behaviour and to engage industry and professional representatives, building long term relationships which enrich the student experience at the clinic
• Ensure hazards and risks are identified and controlled for tasks, projects and activities that pose a health and safety risk within the area of responsibility

PRINCIPAL ACCOUNTABILITIES
• Monthly reporting of patient numbers, general and speciality clinic attendance and income and expenditure.
• After 6-9 months review the business plan clinical objectives and retail performance against growth targets
• Increase patient numbers by 20% in 2015
• Act upon patient survey results and work to improve patient satisfaction with the services received
• Work with external and internal stakeholders to increase referrals to clinic. Increase numbers of ‘referred’ patients by 30% in 12 months
• Development and implementation of marketing strategies to improve clinic visibility to UNSW staff and students as well as the general community
• Liaise with Faculty and UNSW marketing and publicity departments to ensure visibility in relevant media
• Engage UNSW Healthcare service management and other healthcare providers to facilitate referrals
• Implement effective patient recall and reminder systems, evidenced by return visits
• Demonstrate high satisfaction with the clinical educational experience for 4th and 5th year students through student satisfaction surveys within 6 months and implement relevant changes to further improve outcomes after 12 months

SELECTION CRITERIA
• Proven experience in business and practice management
• Proven financial management skills, with experience in the use of finance systems and financial resource management (planning, budgeting, financial reporting).
• Proven ability in developing and implementing strategic and operational plans.
• High level marketing skills.
• Demonstrated ability in effectively managing staff and working successfully as part of a team.
• High level of ability and experience with strategic decision making and problem solving.
• Excellent communication and interpersonal skills.
• Experience and networks within the ophthalmic industry or demonstrated ability to develop such networks.
• Experience in a customer service environment.
• Experience in using computerised patient management systems
• Ability and capacity to implement required UNSW health and safety policies and procedures
• Demonstrated ability to implement equal opportunity policies and programs.
ORGANISATIONAL CHART