

**Position: Outreach Specialist**  
**Reports to: Sr. Manager, Direct Care Management**

The Greater Rochester Health Home Network (GRHHN), a subsidiary of FLPPS, is a Health Home (HH) serving the most vulnerable people in our community, especially those struggling with multiple medical and behavioral health conditions. GRHHN works closely with Care Management Agencies (CMA) under the care management service model to ensure communication among all of an individual's caregivers with the goal of addressing all of the patient's needs in a comprehensive manner.

The Finger Lakes Performing Provider System assists clinical and community-based organizations across a 13-county region to close gaps in care and support high-risk individuals and populations to remain well. Building on DSRIP Promising Practices, FLPPS and our affiliated health home, the Greater Rochester Health Home Network, continue to advance system transformation and population health throughout the Finger Lakes region.

#### **Position Summary**

Perform Outreach services and build relationships with community agencies to locate, engage and enroll Health Home eligible individuals into the Health Home Care Management Program. Meet organizational goals for outreach and enrollment by working extensively in the community to connect with eligible individuals.

#### **Responsibilities**

- **Build and maintain relationships with Managed Care Organizations and Community Based Organizations to identify and enroll eligible individuals**
- **Reach/exceed targets for outreach and enrollment, providing consistent updates on KPI's and recommendations for outreach strategy**
- **Work in the community at hospital inpatient units and shelters to connect with Health Home eligible individuals**
- **Engage individuals to provide education on the Health Home program, eligibility, client rights / consent and take them through completion of enrollment documents**
- **Conduct research and gather demographic data to assist with outreach efforts**
- **Conduct outreach through a variety of approaches - USPS mail, phone, home-visit, email, etc. to engage eligible and referred individuals**
- **Provide relevant information for providers and referral sources regarding successes, progress and barriers encountered in engaging their clients**
- **Support the Care Management team to foster positive working relationships, collaborate on member needs/barriers and provide coverage as workload dictates.**

#### **Required Qualifications**

- **Associate degree or equivalent experience in Social Work, Human Services, Counseling or related fields**
- **1 - 2 years' experience in community health or equivalent position providing services to individuals with significant behavioral health concerns, developmental disabilities, alcoholism or substance abuse, homelessness or serious medical conditions**

- **Completion of a Peers Certification/Training Program; experience with Peer Education or related Peer interactions**
- **Direct experience using Community Resources and Community Service programs**
- **Knowledge and experience working with community-based organizations and resources**
- **Experience working in the community with individuals of diverse cultural and religious backgrounds, demonstrating respect for diversity and a high level of cultural competency**
- **Must have an unrestricted NYS driver's license and insured automobile for daily travel in the community**
- **Solid skills in Microsoft Office applications preferred, including Excel, PowerPoint, and Word**

### **Competencies**

- **Outstanding member and partner focus: service mind-set, build rapport, prompt follow through**
- **Results oriented approach to achieve targets for outreach, enrollments and member connectivity to resources**
- **Excellent communication skills, demonstrating the ability to adapt, actively listen and engage to build relationships and influence outcomes in sensitive situations**
- **Strong organizational skills, proven ability to work independently and to manage time appropriately to achieve metrics and deliverables**
- **Ability to interact with external partners, members and staff in a fast-paced environment, sometimes under pressure, remaining positive, flexible, proactive, resourceful and efficient, with a high level of professionalism**
- **Initiative and the ability to effectively participate in an environment in which collaboration is highly valued and reporting relationships are not direct; possess a flexible, "can-do" attitude**
- **Excellent critical thinking and strong decision-making; using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems**
- **Team player who can also work on own initiatives independently**
- **Exercise discretion and judgment regarding highly confidential internal and external communications and within generally defined practices and policies**
- **Outstanding discretion in handling of Protected Health Information, financial and other confidential information**
- **Flexibility and positive attitude to accept duties as assigned to support changing activities**
- **Consistent demonstration of FLPPS Personality traits: Collaborative, Trusted, Result-Oriented, Strategic and Adaptive**

**This job description is only a summary of the typical functions of the job, not an exhaustive or comprehensive list of all possible job responsibilities, tasks and duties. Additional responsibilities, tasks and duties may be assigned as necessary.**