Health New Zealand
Te Whatu Ora

Expression of Interest
Primary Care Digital – Programme Roles

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Expression of Interest

Health New Zealand | Te Whatu Ora is excited to welcome expressions of interest from our valued primary care partners to join our newly formed Primary Care – Digital programme of work, tasked with working with and building new technology enablers to support the Primary Care programme. Being part of the Digital Programme provides an opportunity to make a real difference for all New Zealanders who will need to access and use digital primary care systems, now and in the future.

About the Digital Primary Care programme

Following recent **announcements** by the Minister of Health, Health NZ is progressing work to support the new digital 24/7 telehealth system.

The digital programme builds on previous knowledge and work undertaken, such as the COVID-19 response technology and the recently paused Hira programme.

This work be conducted within the Digital Services team, with partnership and leadership from the Living Well directorate within Health NZ, key internal clinical stakeholders, and Ministry of Health. Our first milestone is to support the phase-in of the new 24/7 telehealth services and build key digital infrastructure along the way. Some of this digital infrastructure will include the Shared Digital Health Record (SDHR), continuing work on GP2GP and tools, applications and systems to support an integrated 24/7 telehealth system.

Together, they will make it easier for New Zealanders to see a doctor or other health professional for high quality health care, when they need it.

Who are we looking for?

We would welcome your interest if you:

- are currently working within the primary care sector working with and supporting digital tools and systems (such as Patient Management Systems etc).

- are passionate about digital development in the primary care sector and supporting better patient care and outcomes through digital tools.
- are looking for an opportunity to work directly with Health NZ on the Digital Primary Care programme.
- are committed to championing and promoting patients and their needs.
- are a relationship builder with established networks and contacts to support this programme of work.
- have ideas on how we can use digital tools to support and enable better patient care and outcomes.
- have interests in the bigger picture for the primary care sector.

For more detailed information about the opportunity and the candidate requirements, please refer to the attached position descriptions.
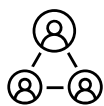
Sector Director (x1)

Role description

Purpose of the role:

- Ensures the Primary Care – Digital Programme is well received by the primary care sector, aligning with their needs and perspectives.

- Acts as a key liaison and advocate for the primary care sector within the programme, representing their interests and fostering strong relationships.

- Collaborates with primary care stakeholders to implement the digital programme's vision, goals, and key initiatives.

- Promotes the use of digital technologies to enhance patient care, improve health outcomes, and increase the efficiency of primary care services.

- Ensures the programme addresses the diverse needs of primary care providers and the communities they serve, promoting equitable digital solutions.

- Provides high-level advice and guidance on digital opportunities and challenges within the primary care sector.

Responsibilities of role:

- Ensures the Primary Care – Digital Programme is well received by the primary care sector, aligning with their needs and perspectives.

- Acts as a key liaison and advocate for the primary care sector within the programme, representing their interests and fostering strong relationships.

- Collaborates with primary care stakeholders to implement the digital programme's vision, goals, and key initiatives.

- Promotes the use of digital technologies to enhance patient care, improve health outcomes, and increase the efficiency of primary care services.

- Ensures the programme addresses the diverse needs of primary care providers and the communities they serve, promoting equitable digital solutions.

- Provides high-level advice and guidance on digital opportunities and challenges within the primary care sector.

Candidate requirements

- Currently working in a senior leadership role within the primary care sector, with a strong understanding of its operations and challenges.

- Significant experience working with and supporting digital tools and systems used in primary care settings (e.g., PMS).

- Demonstrated passion for the potential of digital technology to transform primary care and improve patient outcomes.

- Established networks and strong relationships with key stakeholders across the primary care sector.

- Proven ability to think strategically and contribute to the development of long-term vision and plans.

- Excellent communication, influencing, and stakeholder management skills.

- A strong commitment to championing the needs of patients and promoting equitable access to digital health solutions.

- Understanding of the broader New Zealand health system and the role of primary care within it.

Other considerations for candidates

- Membership of, or affiliation to, sector representative bodies (e.g. GPNZ, Te Kāhui Hauora Māori, Royal College of General Practitioners, GenPro, Hauora Taiwhenua Rural Health Network) is desirable.

- Extensive Primary care leadership experience is desirable.

You'll also need:

- The support of your current management or practice to undertake the role. (This could be part of your professional development.)
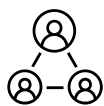
Sector Change Advisor (x1)

Purpose of the role:

- Provides advice and guidance on the development of change management strategies and approaches to support the successful adoption of new digital tools and systems within the primary care sector.

- Works closely with primary care providers and their teams to understand change needs and support the Change, Communications and Engagement workstream to develop tailored plans.

- Facilitates engagement and collaboration with primary care stakeholders to build understanding, buy-in, and build support and excitement about the digital tools being developed.

- Supports the development and delivery of change management activities, including communication, training, and support resources.

- Identifies and addresses potential barriers to adoption and resistance to change within primary care settings.

- Champions a patient-centred approach to digital change, ensuring that the needs of patients are considered throughout the adoption process.

Responsibilities of role:

- Providing advice on change management principles and practices relevant to digital implementation in primary care.

- Working directly with primary care providers to understand their specific change management challenges and opportunities.

- Facilitating workshops and discussions with primary care teams to build understanding and engagement.

- Contributing to the development of communication materials and training resources for digital change initiatives.

- Identifying risks associated with the adoption of new digital tools and systems.

- Sharing learnings and best practices in previous change management that has occurred in the primary care sector.

- Advocating for a user-centred approach to digital change that benefits both providers and patients.

Candidate requirements

- Currently working within the primary care sector with experience in supporting the implementation or use of digital tools and systems.

- Demonstrated passion for supporting primary care teams through periods of change and digital transformation.

- Strong communication, facilitation, and interpersonal skills, with the ability to build rapport and trust with primary care professionals.

- Understanding of the challenges and opportunities associated with implementing digital change in primary care environments.

- A commitment to supporting primary care providers in delivering better patient care through effective digital adoption.

- Established networks within the primary care sector are desirable.

Other considerations for candidates

- Membership of, or affiliation to, sector representative bodies (e.g. GPNZ, Te Kāhui Hauora Māori, Royal College of General Practitioners, GenPro, Hauora Taiwhenua Rural Health Network) is desirable.

- Extensive Primary care leadership experience is desirable.

You'll also need:

- the support of your current management or practice to undertake the role. (This could be part of your professional development.)
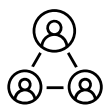
Sector Data Advisor (x1)

Purpose of the role:

- Provides advice and guidance on the Primary Care sector uses of Data and their views and opinions on the data-related aspects of the Primary Care – Digital Programme.

- Works with primary care providers to understand their data needs, challenges, and opportunities related to digital tools and systems.

- Contributes to the development of data standards, transformations, and policy relevant to the use of data within the digital primary care environment.

- Supports the programme in understanding and addressing data privacy, security, and ethical considerations.

- Facilitates discussions and workshops with primary care stakeholders on data collection, analysis, and reporting to inform decision-making and quality improvement.

- Identifies opportunities to leverage data from digital primary care systems to improve population health insights and inform service planning.

- Works collaboratively with data and analytics teams within Health NZ and the primary care sector.

- Champions the use of data to drive improvements in patient care, operational efficiency, and health equity within primary care.

Responsibilities of role:

- Contributing to the development of data standards and guidelines for the Primary Care – Digital Programme.

- Supporting the ethical and responsible use of data to improve patient care and outcomes.

- Facilitating discussions on data collection, analysis, and reporting with primary care stakeholders.

- Identifying opportunities to leverage data for quality improvement, research, and population health management.

- Collaborating with data analysts and other experts within Health NZ and the primary care sector.

- Advocating for the use of data-driven insights to enhance the effectiveness of digital primary care initiatives.

Candidate requirements

- Currently working within the primary care sector with experience in working with and understanding data from digital tools and systems (e.g., PMS).

- Demonstrated passion for the potential of data to improve patient care and inform decision-making in primary care.

- Understanding of data privacy principles, security requirements, and ethical considerations in a healthcare context.

- Strong analytical and problem-solving skills, with the ability to understand and interpret data.

- Excellent communication and engagement skills, with the ability to explain data concepts to a non-technical audience.

- Experience in data quality improvement initiatives is desirable.

- Familiarity with data standards and reporting requirements within the New Zealand health system is an advantage.

- A commitment to using data to promote health equity and improve outcomes for all New Zealanders.

Other considerations for candidates

- Membership of, or affiliation to, sector representative bodies (e.g. GPNZ, Te Kāhui Hauora Māori, Royal College of General Practitioners, GenPro, Hauora Taiwhenua Rural Health Network) is desirable.

- Extensive Primary care leadership experience is desirable.

You'll also need:

- the support of your current management or practice to undertake the role. (This could be part of your professional development.)

Expression of Interest (EOI) – Questions and Answers

1. **How many members are being recruited?**
   We are looking to fill three vacancies in the digital programme.

2. **Is the membership restricted to the primary care sector?**
   The EOI process is open to anyone who believes they meet the candidate requirements, but extensive primary care sector experience and existing networks in this sector are both a key requirement.

3. **Can the candidates for these roles be located outside of Wellington?**
   Yes, it is a national programme, run online via MS Teams and other collaboration tools.

4. **What is the process once I submit my EOI?**
   We will shortlist the candidates whose EOI response best meets the requirements. There will be a face-to-face or virtual meeting with those shortlisted. The process will include getting to know you, your skills and experience to ensure the candidate is a good representative for the primary care sector.

5. **Who will conduct the face-to-face meeting?**
   A small panel made up from Leaders from the Programme and Steering Committee.

6. **Will referee checks be required?**
   We may require reference checks and validation of candidate requirements.

7. **Do you have to be a manager or a primary care leader to apply?**
   No, we want to have a diverse programme and anyone who believes they meet the candidate requirements is encouraged to apply, noting that primary care experience and networks are part of the requirements.

8. **Can you apply even if you do not have <u>all</u> the skills outlined in the role description?**
   Yes, we encourage people to apply if they are interested in the role, have some of the desired skills and experience and have other relevant skills and attributes that are not listed in the role description.

9. **How will we make decisions on who is selected?**
   a. Where there are multiple expressions of interest that meet our requirements, we will meet with the candidates to explore what additional factors they could bring to the role.
   b. We will consider various factors, including equity, geographic representation, care settings, access, and workforce diversity, while maintaining alignment with broader strategic goals and requirements.

   c. We will communicate with those shortlisted and not successful to ensure they are aware of why they did not make the final selection.

10. Will there be an induction?

Those successful will be inducted by the leads responsible for their area of work. This may be both face-to-face and virtually. This will be planned and discussed with the successful people.

11. What is the time commitment to this Programme.

You will need to be available a minimum of three days a week.

12. Is this opportunity paid?

Yes. Remuneration will be discussed with the successful applicants. This will be arranged either via an AoG Talent Services panel provider or directly with the successful applicant if AoG procurement rules allow it.

13. What if I have more questions?

Please email Communications and Engagement Lead Dan Ryan (dan.ryan@tewhatuora.govt.nz). Questions and answers that apply to all potential EOI applicants will be collated and communicated to all applications.

Expression of Interest Form

Personal Details	
Name	
Current Position	
Company	
City	
Role/s interested in?	
Contact Number	
Email	

Candidate Requirements	
What is your experience within the primary care sector?	

Candidate Requirements

Do you have any technology programme/project experience?	
What networks or professional bodies do you belong to?	

Candidate Requirements

What do you think you bring to this opportunity that makes you unique?	
Do you have experience working in a programme or project and working to timelines/deadlines?	

Candidate Requirements

What other attributes, skills or experience do you have that is relevant to the role?	

Candidate Requirements

Do you have any conflicts of interest that could impact an impartial view or impact your decision-making? **(i.e., your family member works for a Patient Management Vendor, or your practise intends to express interest in digital primary care funding/work?)**	

Candidate Requirements

Can you commit to the time required (minimum 3 days)?	
Have you attached your CV and cover letter?	