

## Job Description: Front Desk & Registration Operations Specialist



**Who we are:** La Clínica de La Raza is a community-based health center committed to providing culturally appropriate, high-quality, and accessible health care to the diverse communities of the San Francisco Bay Area. We have spent over 40 years advocating for and creating a health home for the many that have been denied access to care. As health care activists, we are dedicated to making sure individuals who do not have health coverage get the same level of quality healthcare as those who have it.

From our genesis as a community health center in 1971, we understood that we cannot heal our communities without also addressing the economic and social factors that affect health. Many times, this requires that we go outside and provide services in other settings to build the bridge that links individuals to our health center for preventive and primary care. Over 90,000 individuals come to La Clínica because it is a welcoming place that addresses the whole person, coordinating and connecting them to a broad network of services to improve and maintain their health and well-being. While we are still known for our activism and spirit of social justice, we are also proud to have grown into a sophisticated provider of primary health care services with 35 sites across Alameda, Contra Costa and Solano counties.

**ABOUT THE POSITION:** Reporting to the Director of Medical Operations, the Front Desk & Registration Operations Specialist will work in partnership with La Clínica's Office Director of Billing and Chief Financial Officer to ensure the smooth and fiscally responsible oversight of, including but not limited to, front desk operations, registration and insurance verification of La Clínica's many medical and dental clinic sites. Primary responsibilities include effective front desk and registration workflow development, implementation and oversight, regulatory compliance, and advancing strategic initiatives .

S/he supports the front desk and registration staff, facilitating positive interaction among staff, patients and other departments within the practice. S/he works to establish and promote teamwork among practice staff. S/he must have the ability to perform and prioritize multiple tasks and work well with staff, patients and providers. A high degree of independence, initiative, assertiveness, and diplomacy are necessary in dealing with faculty, staff and patients in a complex environment.

### **Major Areas of Responsibility include but are not limited to:**

1. Develop and manage the day to day front desk, registration & insurance verification operations within the Medical (including Optical) and Dental sites to assure that all information provided to the billing department is accurate and timely across all locations. This may include registration, scheduling, referral management, co-pay collection, self-pay collection, systems set up and issues. (essential)
2. Supports clinic/front desk supervisors for all medical/optical sites across La Clinica counties. Responsibilities include, partnership with site managers, participating in the interviewing, hiring, and developing of employees; planning, assigning, and directing work; appraising performance;; addressing complaints, conflict resolution, and problem resolution.
3. Collaborates with HR, OMD, and ODD to strengthen leadership development and capacity building for front desk supervisors.

4. Reviews available data to determine department progress toward stated goals and objectives. Helps develop and monitor useful dashboard measures to gauge each department's progress toward meeting agency and site goals.
5. Detail oriented, with the ability to apply analytical and critical thinking skills to quickly analyze problems, determine appropriate level of intervention, and apply effective solutions
6. Solid interpersonal skills for effective information exchange and problem solving with all levels of management and staff, consultants, and outside agencies
7. Skills in written and verbal communications, with the ability to convey complex administrative and technical information in a clear and concise manner, and to produce a variety of reports and analyses
8. Knowledge of business software and specialized applications and data management systems used in clinic operations
9. Helps develop and implement policies and procedures aligned with the mission of the organization and that support its strategic goals.
10. Collaborates with key operational leadership to develop and ensure effective and efficient service delivery across La Clínica sites. Helps to standardize practices across agency.
11. Helps support strategic initiatives such as the implementation of Electronic Health Records.
12. Works with all medical and dental sites to support continuous quality improvement.
13. Serves as a key resource for changes in payment and coding guidelines from all payers. Educates and reeducates them on these continual updates. Responsible for constant and continual education of the physicians and front desk staff on coding changes. (essential)
14. Monitor and audit cash collection process and development of new process where needed.
15. Clear understanding of the Scheduling and Registration process for La Clínica and the coordination with Epic.
16. Travel to the other sites/counties is required
17. Other duties as assigned by supervisor.