**Australian Digital Health Agency**

<table>
<thead>
<tr>
<th>Position Title:</th>
<th>Executive General Manager, Government and Industry Collaboration and Adoption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classification:</td>
<td>SES Band 2</td>
</tr>
<tr>
<td>Position Number:</td>
<td>1031</td>
</tr>
<tr>
<td>Position Status (ongoing/non-ongoing):</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Division:</td>
<td>Government and Industry Collaboration and Adoption</td>
</tr>
<tr>
<td>Branch/Team:</td>
<td>N/A</td>
</tr>
<tr>
<td>Reports to:</td>
<td>CEO</td>
</tr>
<tr>
<td>Number of Subordinates:</td>
<td>Direct Reports 5</td>
</tr>
<tr>
<td>Location:</td>
<td>TBC</td>
</tr>
<tr>
<td>Security Requirements:</td>
<td>Baseline</td>
</tr>
</tbody>
</table>

**Overview of the Australian Digital Health Agency:**

The Australian Digital Health Agency will have the authority to develop, set and deliver on the Digital Health strategy for Australia. This will set the direction for the Digital Health ecosystem enabling all parties, both public and private, to innovate and deliver complementary products and services. Additionally, this will allow the collaboration required to leverage the national Digital Health infrastructure and deliver the Digital Health outcomes. Based on this collaboration and engagement with key stakeholders, the Agency will provide secure storage and appropriate access to standards-based health information in accordance with individuals’ consent in order to improve health outcomes for all Australians.

**Overview of the Division/Branch:**

The Government and Industry Collaboration and Adoption Division brings together the Industry, Government and Jurisdictional engagement and communications with the non-clinical input to the strategy, design, implementation, adoption, and education components of the Agency’s work plan. It will partner with the clinical and consumer engagement and clinical governance elements, integrating input to the strategy, design, communication, engagement, collaboration and training elements with the design, implementation and adoption of the Digital Health work programme. The Division will drive usability and adoption through working in alignment with the Clinical and Consumer Engagement and Governance and the Innovation and Development Divisions and being responsible for leveraging the learnings and outcomes from the opt-out and opt-in trials. The Division will take a collaborative and strategic approach to the optimisation of the Digital Health ecosystem, facilitating the implementation of the digital health strategy, standards and work plan and will constantly seek innovative solutions to improving engagement by stakeholders and improvements to useability.
Australian Digital Health Agency

Position Purpose in Context:
Reporting to the CEO, the Executive General Manager, Government and Industry Collaboration and Adoption takes responsibility for leading and driving, collaboration, education and the non-clinical input to the strategy, design, implementation of the national digital health systems and non-clinical adoption approaches. The position takes a key role in the management of strategic relationships with consumers, State and Federal Government, health sector business, software vendors, professional association’s stakeholders. Additionally work with the Public Relations and Media team in development and provision of public information strategies and campaigns and closely link communications strategies and priorities with the Minister’s, the Department’s and Agency’s objectives. This position also drives the Agency’s innovative education, training and non-technical support program for stakeholders including key clinician, healthcare providers and consumer groups, ensuring coordinated programme delivery and incorporates implementation and adoption feedback.

As a member of the Executive Leadership Team, contributes to the development of the strategic direction of the organisation to ensure the Agency meets the expectations of Government and other stakeholders in the development of innovative solutions for digital health across Australia.

Activities and Accountabilities:
- Provide innovative and cohesive strategic leadership in the achievement of the Agency’s objectives through the provision of non-clinician input to the development of the strategy, work plan and design of the national digital health systems.
- Through engagement and communication with key stakeholders, develop an ecosystem approach to support a national digital health strategy, design, implementation and adoption.
- Work with key professional bodies to develop and distribute educational and professional training resources.
- Effectively manage relationships with key stakeholders to ensure digital health services, specifications and standards meet industry requirements and support implementation of the Agency’s products and services.
- Develop and maintain strong and meaningful professional working relationships with Commonwealth and State and Territory Government Agencies, health sector business leaders, software vendors and other key stakeholders to meet their communications requirements and manage their expectations, and enable the Division to effectively manage relationships with these stakeholders.
- Lead and contribute to national and international standards outcomes that support the Agency’s work programme and national requirements.
Australian Digital Health Agency

- Lead and manage the implementation and adoption strategy of the Agency seeking and utilising feedback as a key source of information for future approaches.
- Manage in collaboration with the Public Relations and Media Team, the design and execution of innovative and broad reaching marketing strategies and programmes.
- Set and achieve meaningful engagement opportunities to drive support of stakeholders, including: Jurisdictions, consumer health groups, software vendors and peak clinical bodies (in conjunction and consultation with the EGM Clinical and Consumer Engagement and Governance).
- Lead the development of a National Change and Adoption Strategy, which will include the design and delivery of training/education, a behaviour change programme, and adoption and usability support services through various mediums including the engagement of professional organisations to assist with cultural change.
- Contribute to Agency wide executive and risk management meetings and contribute to risk management activities across the Agency.
- Support the resource matrix arrangements for the Agency PMO to achieve outcomes for all projects within the Agency.

Required Qualifications, Skills and Experience:

- Executive management and/or high-level consulting experience, including the extensive management of highly skilled relationship management, communications or training professionals working in complex sector wide environments.
- Demonstrated experience in broad health industry engagement with established networks and industry links.
- Demonstrated experience supporting sector wide reform, by leading and driving education and change strategies.
- Significant experience in representing an organisation in public and professional meetings.
- Significant experience providing strategic advice to senior executives and a demonstrated ability to manage complex stakeholder relationships, both internally and externally.
- Extensive background and focus on the adoption of new initiatives by end users with demonstrated ability to drive innovative solutions to complex business issues and outcomes.
- Demonstrated experience focussing on results and adept at managing sensitive issues under a highly agile and changeable environment with significant pressure.
- Demonstrated understanding, contribution, and leadership in international and national standards development (desirable).
- Appropriate tertiary qualifications (essential).
- Appropriate post-graduate qualifications (desirable).

Technical Capabilities:

Strategy, Innovative Design and Delivery

- Ability to oversee the implementation of multiple, integrated change initiatives, with outcomes that significantly impact communities, stakeholders and services.
- Ability to consider multiple options to resolve complex problems and develop innovative and realistic solutions.
Australian Digital Health Agency

- Proven ability to lead significant change initiatives that will have Agency and/or cross agency impacts.
- Ability to contribute to shaping and implementing overall corporate strategy.

Proactive Clinical Safety, Security and Privacy

- Ability to efficiently and effectively assess environmental factors, identify relationships between complex issues and developing contingency plans to mitigate risks to the achievement of Government and broader health ecosystem priorities.
- Competency to provide high level critical advice in the area of operation and represent the Agency on those matters.
- Provides highly critical advice in compliance, risk management and intelligence gathering and assessment.

Transparent Governance

- Seen as an influential leader within the Agency, and contribute significantly to the development of Agency strategies to meet government and broader health ecosystem objectives.
- Whilst operating within existing policy, standards or practice framework, roles have considerable freedom to determine how to achieve results.
- Capacity to make statements on behalf of the Agency in accordance with parameters.
- Ability to assess emerging issues and trends which may impact on regulation or standards management.

Customer Centric Digital Health Ecosystem

- Effectively lead and oversee stakeholder engagement and influence outcomes, including through leading and motivating others to cooperate over priorities, the use of resources, management decisions, policy frameworks and technical concepts and processes.
- Demonstrates the ability to effectively respond to and anticipate the needs of key stakeholders and providing persuasive advice in an environment of time pressure, divergent views and conflicting priorities.
- Capacity to engage stakeholders during analytical stages of problems solving and risk assessment.
- Capacity to exercise influence cross-APS, or cross-jurisdictions.
- Capacity to drive strong external peer network within function/discipline.

Collaborative People & Culture

- Demonstrates the capability to focus on activities that support Agency sustainability, including the development of people, the facilitation of information accessibility and sharing, monitoring of resource pressures and implementation of strategies to ensure the best results are achieved.
- Ability to manage a total function or professional discipline at a whole-of-Agency level with accountability for the integration of a number of sub-functions.
- Drive to proactively develop productive working relationships across the broader APS and actively engage, inform and advise a range of major stakeholders about various complex issues.
Australian Digital Health Agency

Behavioural Capabilities:

**Strategy, Innovative Design and Delivery**
- Addresses any critical information gaps and uses knowledge of the Agency to tailor approaches to different issues.
- Ability to demonstrate effective judgement to weigh up options and develop realistic solutions.
- Capitalises on innovative alternatives to resolve complex problems.
- Ability to capitalise on the positive benefits that can be gained from diversity and harnesses different viewpoints.
- Commits to achieving key outcomes for the Agency and demonstrates personal drive, focus and energy.

**Proactive Clinical Safety, Security and Privacy**
- Understands the Agency’s role within society and considers multiple perspectives when assessing the ramifications of key issues on the Agency and community.
- Ability to monitor change in the environment and positions the Agency to seize opportunities and minimise threats.
- Applies intellect and knowledge to weigh up information and identify critical factors and issues.

**Transparent Governance**
- Provides impartial and forthright advice and is prepared to make tough corporate decisions to achieve desired outcomes.
- Approaches negotiations with a strong grasp of the key issues, presents a convincing and balanced rationale.
- Anticipates the position of the other party, and is aware of the extent of potential for compromise.
- Capacity to acknowledge and address disagreements to facilitate mutually beneficial solutions.

**Customer Centric Digital Health Ecosystem**
- Actively ensures stakeholders are kept informed during times of change and of any issues as they arise.
- Demonstrates a commitment to client service through own actions and those of the Agency.
- Ability to consult broadly to obtain buy-in and draws on the knowledge of key stakeholders within and outside the Agency and facilitates cooperation by sharing information.
- Competency to structure messages for brevity and presents messages with precision and confidence, harnessing the most appropriate methods of communication.
- Anticipates reactions and prepares a response to address the audience’s concerns.

**Collaborative People & Culture**
- Act as a champion for the Agency’s vision and goals and promotes a shared commitment to the strategic direction.
- Encourages others’ input and communicates expected outcomes from Agency strategies.
Australian Digital Health Agency

- Drive to look for ways to improve effectiveness by harnessing technology and implementing continuous improvement activities.
- Promotes information exchange by maintaining open communication channels.
- Skills to personally manifest strong interpersonal relations and rewards cooperative and collaborative behaviour.