



# HILLINGDON

LONDON

## Job Profile

### PHM – Senior Information Analyst

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**JOB TITLE:** PHM Senior Information Analyst

**GRADE:** POA

**POST NO:** 30058

**JOB TIER:** 30 / Fixed Term for one year

**DBS CHECK:** Standard DBS

**DIRECTORATE:** Adult Social Care & Health

**SERVICE:** Public Health

**REPORTING STRUCTURE** refer to Appendix 1 for Org Chart

**Reports to:** PHM Programme Manager

**Direct Reports:** Nil

**Indirect Reports:** Nil

#### **ROLE PURPOSE:**

The postholder will oversee a key area of Population Health Management, focusing on business intelligence and data analysis to support the borough-based partnership (HHCP) and ensuring agreed team plans and performance targets are met and delivered ensuring a culture of 'putting our residents first' is maintained.

HHCP is made up of Hillingdon Hospitals NHS Foundation Trust, Central and North West London NHS Foundation Trust (CNWL), H4All, a partnership of voluntary sector

health care providers, and Hillingdon's GP Federation, which brings together all of Hillingdon's GPs working alongside the local authority.

The main purpose of the Senior Information Analyst (Borough) is to support the Senior Programme Manager (Borough) on leading the analytics portfolio for the Borough. The role would require engagement with a range of stakeholders across the borough teams and delivering the analysis and analytical products as required, on time, and of high quality.

The postholder will contribute to wider system working with focus on prevention, early intervention working across PLACE to take forward an existing Population Health Management Programme of work and to support the development of new Population Health Management programmes and activity. It will necessitate working with multiple partners including: HHCP partners, the North West London Integrated Care Board (ICB) and other North West London borough-based partnerships (BBP) and other members of the new PHM Team that is being established.

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# Job Description

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The Population Health Management team has responsibility for delivering a Population Health Management Programme within the Public Health team. This role will be supporting a multi-faceted team comprising clinicians, administrations, relationship managers, programme and project managers with the provision of high-quality data, analysis and insight.

## 1. Resident & Community Contribution

- To demonstrate understanding of the Council's Customer Care Standards and ensure that these standards are met to deliver the Council vision of '*putting our residents first.*'
- To demonstrate an understanding of the strategic aims of HHCP, which are:
  - Improving the outcomes for our population - delivering Hillingdon's Joint Health and Wellbeing Strategy.
  - Delivery of sustainable, person-centred, joined up models of care aligned to the new hospital plans and activity assumptions.
  - Delivering the NW London Integrated Care System priorities through local models of care.
- To work closely and creatively with HHCP organisations.
- To work effectively with resident/patient engagement leads across HHCP organisations to ensure a collective and coordinated approach.
- Learn from best practice and lead by example in the development of a customer focused team empowered to continually improve levels of service delivery through innovative and creative approaches to service improvement.
- Demonstrate a commitment to the highest level of service delivery.
- You will work across the council, Hillingdon Health and Care Partnership, and the VCSE sectors, and lead and contribute to tackling focused areas to address the inequalities that exist in service provision and access.
- You will understand performance and outcome measures and be aware of changes in national policy, evidence, and best practice. You will network with other specialists in this area across London and wider. The purpose is to achieve continuous improvement of the services across Hillingdon and ensure that the Public Health team delivers on the performance targets for which it has responsibility.

## **People Management**

- Directly manages/responsible for day-to-day work assigned to you. To ensure all team member colleagues receive the appropriate level of communication to understand your role and the synergies with theirs and how collectively this contributes to the public health priorities, health and wellbeing strategy and council corporate plan.
- Responsible for undertaking appraisal and personal development including progressing any disciplinary or capability issues with the support of HR.
- To support, motivate and develop staff within the team to ensure that they can deliver the new responsibilities of the NHS strategy and to provide support across the team to enable work programmes to link together and avoid a narrow focus.
- Take responsibility for own personal development and to be responsible for maintaining a safe and healthy working environment in line with Health & Safety at Work Act (1974).
- We are a team that learns and develops, and you will be responsible for contributing to team meetings, team decisions, continuous staff training and development, and the team's work and budget plan. You will be an active participant in the development and delivery of an in-house training programme for the team and wider partners.

## **3. Data Management and Operations**

- Developing data management strategies and ensuring best practice in data management is followed. Ensuring all relevant data sources are acquired, warehoused, transformed and linked to generate the integrated dataset required to deliver intelligence for the population health management programme and other associated functions across the Borough.
- The post holder is expected to support the Senior Information Manager deliver the analytics asks of the stakeholders across the Borough and borough-based partnership. The Senior Information Analyst will

### *Strategic focus*

- Lead the implementation of advanced information management systems, ensuring seamless integration with existing NHS infrastructure to enhance data accessibility and streamline decision-making processes.
- Implement advanced data analytics methodologies for actionable insights, fostering a data-driven culture among the team, with the aim of optimising operations and decision-making processes within the NHS.

- To work closely and support Borough Based leads on analysis and intelligence for Borough priorities, such as Local Enhanced Services for the local population or service reviews using data and the WSIC platform to provide the intelligence and evidence.

### *Operational focus*

- Possesses advanced skills in the MS Office package, with expertise in Excel, Access, and SQL.
- Advanced experience with SQL Server tools, including SSIS and T-SQL.
- Competence in utilising Business Intelligence tools, particularly Tableau reporting.
- Utilises Statistical Process Charts when appropriate for analysis and understanding.
- Understanding and application of statistical modelling and forecasting tools.
- Develops and monitors metrics for various use cases, including operational, inequalities, and performance metrics.
- Ensures the development and quality assurance of data and support of Data improvement programmes for local and national datasets.
- Keep up to date with national guidance, national datasets and local changes.
- Supports the prioritisation and coordination of requests from diverse stakeholders, providing timely updates on progress.
- Analyse complex data and effectively communicates findings to senior managers within the NHS.
- Provides detailed information and advice to influence organisational policy and decision-making in areas such as Local Delivery Plans, Performance Management, Benchmarking, and Contractual Agreements.
- Undertake ad-hoc analysis of highly complex and varied datasets upon request from service managers, often with little warning, under pressure to tight deadlines.
- Responsible for the establishment of systems for the collection of data to support the priorities and programmes.
- To work closely with the Analytics leads and to support the ever-changing priorities of the North West London system and ensure project updates and work priorities are clear.
- Working with Data operations on understanding data processes and new data or changes to the datasets.
- Be the local Information Subject Matter Expert on:
  - Acute information sets including NHS Payment Scheme, SUS, Faster SUS/SLAM, acute referral patterns, WLMDS
  - 111/ LAS data
  - Primary care data
  - Mental health (Local and National)
  - Community data (Local and National)

- NHS datasets including reference datasets such as ICD10, OPCS and SNOMED codes
- ICB/ICS led pathway initiatives
- Population health management
- Transformation analytics
- Population health

#### **4. Service Planning & Development**

The key elements of work can be summarised as follows.

- **Data Management and Operations**

Developing data management strategies and ensuring best practice in data management is followed. Ensuring all relevant data sources are acquired, warehoused, transformed and linked to generate the integrated dataset required to deliver intelligence for the population health management programme and other associated functions across the Borough.

- **Analytics**

Delivering the analytics function to the programme, INTs and enabler functions across the Borough. This would include developing a range of analytics products which would enable the end-users to get clear insights and areas of focus, this would be designed and developed in careful consideration of both data analysis methodologies and consideration for the end user group of the analysis products. Alongside this, the Data Officer will seek to standardised outputs in so far is practicable to ensure consistency across the programme, INTs, Borough and other concerned parties.

- **Clinical analytics**

Co-develop and deliver a range of clinical dashboards based on requirements generated through discussions with clinicians, clinical reference groups and programme leads. Supporting general practices and all other stakeholders in the use of the dashboards and technical (not clinical) comprehension of the products of analysis.

- **Business analysis and deployment**

Engaging with requirements from clinicians and programme teams on data products and building of this to provide appropriate data products; at all times using best practice and experience to provide clear, concise and relevant data insights. Supporting the testing of the products ahead of deployment to production and delivering relevant support collateral to help stakeholders use the products effectively.

- **Partner organisation analytics**

Supporting and advising borough-based partnerships on data, analytics and utilisation (with bounds described by the data lead); with the aim of fostering an open and engaging, data-led population health management programme.

- **Population health management**

Leading on analytics components of the population health management and ensuring the progress is in-line with the organisation's objectives and vision. Ensuring all analysts can support their stakeholders with population health management initiatives i.e. identifying cohort for interventions and evaluating impact of interventions

- **Addressing inequalities**

Providing specialist advice to senior leaders, programme teams, borough team on inequalities metrics and supporting the development and monitoring of the same.

## **5. Financial Resource**

- To take responsibility for the effective management of any allocated budget for the service, which may be associated with externally provided grant funding.
- To ensure compliance with any conditions attached to externally provided grant funding, including monitoring requirements.
- To ensure that any purchasing and procurement undertaken on behalf of HHCP organisations is compliant with statutory requirements as they apply to NHS organisations.
- To demonstrate cost-consciousness and identify any cost-effective changes to own way of working.

## **6. Service Improvement**

- To operate in a highly political and sensitive environment.
- Implement continuous monitoring of team and individual performance and productivity to ensure the delivery of commitments and contracts is maximised.
- Manage the implementation of improvement initiatives and change programmes using the Council's Project Management and Service Improvement methodologies.

## **7. Contacts**

Staff within Business Intelligence team will have to work with a range of internal and external stakeholders as listed below

### *Internal stakeholders*

- Borough teams across NWL
- Programme teams within NWL
- Enabler teams within NWL incl Performance and Planning, Finance, HR, Digital and IT teams
- Clinicians and clinical leads across NWL

### *External stakeholders*

- Other ICB Business Intelligence teams across London
- Academics and health innovation network
- London regional performance team and specialist commissioning teams
- London digital team
- NHS England
- Industry partners incl. Microsoft, Snowflake, Tableau and other partners

Through partnership work across the council departments, NHS Partners, VCS, and wider organisations, identify opportunities to align and embed public health management across all relevant services that contribute/deliver core, wider determinants of health to build public health capacity and capability and ensure a robust, evidence base to address health inequalities.

## **8. Additional Responsibilities**

Complete other reasonable tasks to fulfil role purpose or as instructed by management.

The postholder will also operationally support the health protection duties in the Borough and take responsibility for defined response activity.

You will support the borough health protection functions relevant to your area of responsibility, and you will contribute to the borough incident response, and where appropriate lead on defined response requirements, working closely with the wider Public Health team and silver and gold groups.

## **9. KPIs**

Delivery of agreed targets within PADA and delivery against any agreed service levels.

Delivery against performance, productivity, and quality targets

You will also need to participate in the Council's emergency planning and responses to emergency situations when required to do so.



# Person Specification

This person specification will be used for recruitment to this vacancy in LBH. It will form the basis of the application form, and candidates will be also assessed against aspects of this person specification at interview.

<b>1. QUALIFICATIONS</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
Educated at degree level and desirable for master or post-graduate level, or equivalent experience of working at a commensurate band/level.	✓	✓
Evidence of continuing professional development relevant to the role.	✓	
<b>2. STATUTORY or ROLE SPECIFIC REQUIREMENTS</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
Adaptability, flexibility, and ability to cope with uncertainty and change.	✓	
Willing to engage with and learn from peers, other professionals, and colleagues in the desire to provide or support the most appropriate interventions.	✓	
Effective organiser, influencer, and networker.	✓	
Demonstrates a strong desire to improve performance and make a difference by focusing on goals.	✓	
<b>3. EXPERIENCE</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
In depth knowledge and understanding of NHS and public health datasets and sources	✓	
Ability to extract, manipulate, analyse and interpret data at an expert level	✓	
Ability to use MS Office applications for project management, communications, analysis, report writing and presentations	✓	
Ability to write SQL and VBA scripts to extract data from corporate and other systems	✓	
Ability to communicate complex data issues simply, clearly and succinctly orally, in writing and visually to individuals and large groups of all levels and backgrounds	✓	
Ability to develop BI dashboards using technologies like tableau and PowerBI	✓	
Ability to automate data extracts and reports generation	✓	

Knowledge and understanding of information governance protocols within health and care	✓	
Ability to identify, flag data quality issues and engage with provider/regional and national teams to take this to resolution.	✓	
Ability to develop analysis including trend analysis, monitoring actual to plan, inequalities analysis, needs analysis and geo-spatial analysis as required by stakeholder	✓	
Ability to maintain data dictionary and educate end users on data availability	✓	
<b>4. KNOWLEDGE &amp; SKILLS</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
Highly numerate with excellent knowledge of statistical concepts and techniques.	✓	
Must understand the background to and aims of current healthcare policy and in NWL ICB and HHCP.	✓	
Should have an appreciation of the relationship between the Department of Health and Social Care, NHS England, Local Authority and individual provider and commissioning organisations.	✓	
Comprehensive understanding of the determinants of population health.	✓	
Excellent communication and presentation skills with an ability to engage with a wide range of people at all levels within the organisation.	✓	
Proven ability to build trusted stakeholder relationships and networks in a politically sensitive and/or changing environment.	✓	
Ability to analyse complex facts and situations and develop a range of options.	✓	
Demonstrates a strong desire to improve performance and make a difference by focusing on goals.	✓	
Must be able to prioritise own work effectively and be able to direct.	✓	
Desirable knowledge of NWL ICB ICS health and care system and HHCP local priorities.		✓
Experience in undertaking research, evaluation, and audits.	✓	

5. COMPETENCIES	ESSENTIAL	DESIRABLE
Experience in managing high volumes of work effectively and accurately, and to deal with routine matters on own initiative within deadlines.	✓	
<b>Takes responsibility and delivers results</b> Adapts to changing demands to ensure that objectives are met, overcoming problems and making well considered decisions.	✓	
<b>Team working</b> Acts as a role model to others in the team, sharing knowledge and experience, when necessary, whilst respecting and valuing the contribution other team members' experiences can bring.	✓	
<b>Communication</b> Demonstrates well developed written and verbal communication skills, and the confidence to present reports and verbal accounts credibly to a variety of different audiences.	✓	
<b>Customer Care</b> Develops contacts and relationships with customer/ client groups, regularly reviewing service delivery and taking responsibility to ensure quality service provision.	✓	
<b>Takes ownership of personal development</b> Takes action to develop own and others' capability and knowledge by promoting and supporting developmental opportunities to improve performance.	✓	

## **Our values**

### **Respect**

We appreciate what makes us different and include everyone.

- We recognise that we all have unique talents, skills and experiences.
- We provide a professional service to our residents and colleagues and lead by example.
- We celebrate diversity and ensure our working practices are inclusive.

### **Collaborative**

We believe in the power of working together.

- We work collaboratively as one council.
- We promote creativity and innovation to improve outcomes for all.
- We recognise the strength of sharing knowledge and experience.

### **Efficient**

We deliver the best possible outcome by carefully managing our resources.

- We are empowered to deliver the most efficient outcome.
- We harness new technology and tools to deliver our services efficiently.
- We look after our finances and maximise value for money for residents.

### **Integrity**

There is no gap between what we say and do.

- We choose what is right over what is easy.
- We trust and support each other to get the job done.
- We are responsible and accountable for our actions, both good and bad.

### **Open and honest**

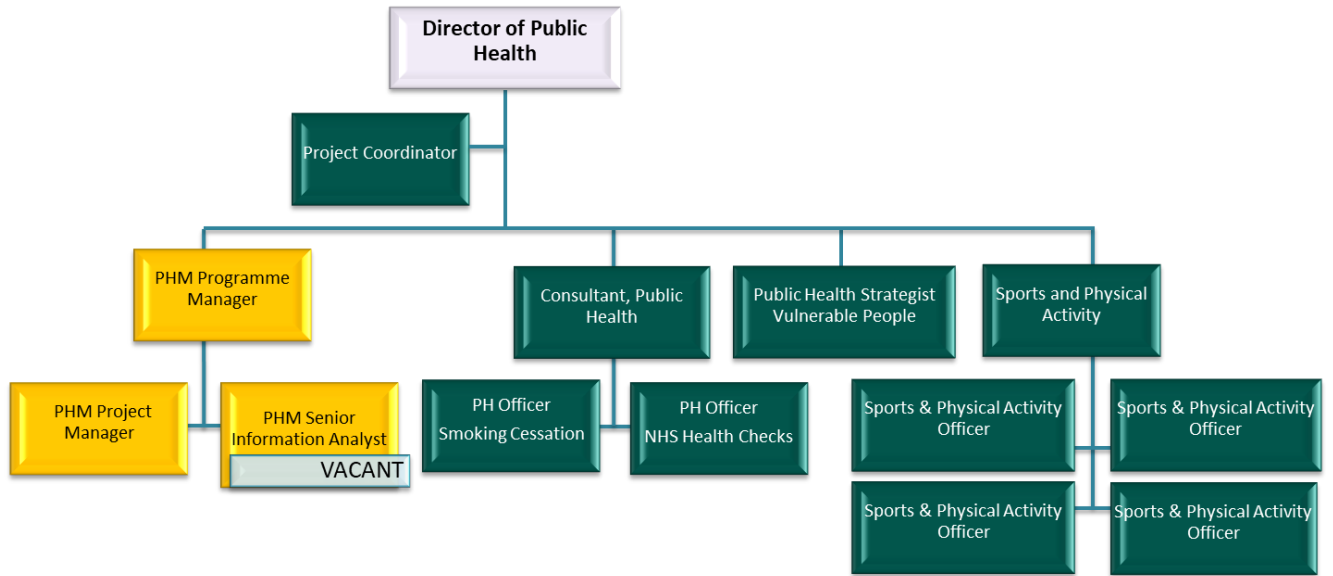
We are transparent in the actions and decisions we take.

- We provide a safe space to have truthful discussions in a positive way.
- We encourage constructive feedback without fear of judgement.

# Appendix 1

## Organisational Chart

### Public Health Structure



### Business Intelligence Structure

