

MISSION STATEMENT: Clínica Tepeyac's Mission is to provide culturally competent health care and preventive health services for the medical underserved.

The Health Promotion department currently holds educational classes such as Group Life Balance (a diabetes prevention program), Cooking Matters, and group support/assertiveness education for Latinas. The department provides education on cancer screening guidelines through one on one interactions, in groups and through distribution of health material; access to screening for cancer (breast, cervical, and colon cancer); opioid abuse prevention; depression, and diabetes. The department also provides assistance to families applying for Medicaid, CHP+ and Connect for Health Colorado (Colorado's insurance marketplace). The Health Promotion department serves as a representative of Clínica Tepeyac in the community and plays an integral role in connecting new patients to the clinic.

JOB SUMMARY

The Prevention Education, Outreach and Enrollment Specialist/Promotora will provide prevention education to combat substance abuse (including opioid abuse), reduce stigma related to substance abuse treatment, empower individuals to make healthy choices, and facilitate access to substance abuse treatment. This position promotes culturally competent prevention programs through community outreach activities.

The Specialist/Promotora will ensure that potential and current Clínica Tepeyac patients are provided with the appropriate information about Clínica Tepeyac services and are linked with the program services that best meet their needs.

The Promotora will conduct outreach activities to engage with community residents who lack access to healthcare and health insurance for the purpose of increasing insurance coverage and access to quality primary care, dental and behavioral health service; provides education on healthcare coverage and access to quality primary care, dental, and behavioral health services; provides education on health care coverage options, application and enrollment assistance, and follow-up on submitted applications.

The ideal candidate is passionate about facilitating access to health education and prevention services; is non-judgmental and accessible when interacting with community members; works well independently and as a team member; and is bilingual/bicultural.

A. MINIMUM QUALIFICATIONS:

1. Education:

- High School Diploma or GED

2. Experience:

- Two (2) years of professional experience in health promotion and/or community outreach. Experience to include: working with health promotion programs and outreach with low-income Latino/a and other underserved communities and to be able and comfortable to speak and teach small groups. Experience must be explicitly stated on application.

- Preferred: experience with substance abuse prevention and/or treatment programs

3. Knowledge, Skills & Abilities:

- **Knowledge Skills & Abilities:**

- Knowledge of health promotion, screening and treatment strategies; experience with outreach in the Latino community; experience with clinical/medical settings, traditional western medicine, Latin-American health systems and culture
- Highly proficient computer skills to include MS Word, Excel, PowerPoint, Outlook, Social medial and web-based application interfaces
- Higher-level math skills, self-motivated and able to achieve results through good organizational skills, ability to work independently, self-direct and be a functional team member, ability to organize and prioritize
- Ability to execute work plans independently and with flexibility ability to multitask, prioritize work and meet deadlines
- **Bilingual in English and Spanish: to include written and oral fluency.**
- **Teamwork** – Contributes to building a positive team spirit; put success of the team above own interest; supports everyone’s efforts to succeed; must be able to work well in multidisciplinary team settings
- **Customer Service** – Strong customer service skills; ability to handle difficult and angry people constructively; savvy enough to interact with physicians and clients
- **Interpersonal Skills** – Must have excellent written and verbal communications skills and presentation skills; focuses on solving conflict in cooperative and solution-oriented manner maintains a professional demeanor. Serves as an effective representative of Clínica Tepeyac.
- **Cost and Time Consciousness** – Must know how to manage time and prioritize activities
- **Diversity** – Shows respect, sensitivity and has a culturally competent approach to working with low income and ethnic minority communities, as well as understanding of Latino cultures
- **Ethics and Professionalism** – Treats people with respect and consideration regardless of their status or position and is accountable for own actions
- **Organizational Support** – Follows policies and procedures established by Clínica Tepeyac
- **Safety and Security** – Maintains patients’ information private and follows HIPPA guidelines; observes safety and security procedures; reports potentially unsafe conditions; uses equipment and materials properly
- **Attendance/Punctuality** – Is consistently at work and on time, which is predetermined between the employee and the person(s) he/she reports to. Demonstrates flexibility in scheduling of hours, based on requirements of job duties.

B. ESSENTIAL DUTIES & RESPONSIBILITIES:

50% Education (includes events where health education can be done)

25% Enrollment (Health First Colorado, CHP+, Connect for Health Colorado)

25% Outreach to Promote Clínica Tepeyac or HP Services

Major Job Responsibilities.

1. Substance abuse prevention education

- Educate oneself regarding community based prevention strategies
- Conducts health education sessions (one on one or in groups) on opioid/substance abuse prevention and intervention strategies; may include assessing phase of drug use and identifying stage of change when substance use is present
- Works closely with Behavioral health team to develop opioid prevention programming and materials
- In collaboration with the Health Promotion Manager, outreach and market prevention/intervention sessions/programs to community agencies, schools and potential program participants
- Collect and monitor program data for tracking services and referrals. Assist Health Promotion Manager with the assessment of services and referrals outcomes and provide feedback on how to strengthen the process as needed
- Serves as a liaison between Clínica Tepeyac and new patients and facilitates access to medical services

2. Patient and program enrollment

- Deliver general education, explain and summarize detailed health insurance and health literacy concepts and provide enrollment assistance for the following programs: Health First Colorado (Colorado's Medicaid Program), CHP+, Health insurance through Connect for Health Colorado (Colorado's Insurance Marketplace), and CICIP
- Maintain knowledge about the Marketplace, Health First Colorado (Medicaid), CHP+, CICIP, Sliding fee scale and/or other programs and services at Clínica Tepeyac
- Follow policy and procedures as set forth by the Colorado Department of Health Care Policy and Financing and the Colorado Department of Public Health and Environment to determine program eligibility and enrollment
- Enter accurate data into the Marketplace, PEAK, and Colorado Benefits Management System
- Aid Individuals and families with program enrollment, follow-up communication and enrollment management. Assist clients with renewing coverage during appropriate renewal periods.
- Maintain and log all patient and program information
- Work as a team with internal staff (including clinic-based enrollment staff, clinic manager, front desk staff, and COO) and external partners (county Health First Colorado technicians, program enrollment specialists, Connect for Health Colorado representatives) to create a seamless enrollment process for programs and services offered at Clínica Tepeyac.
- Attend meetings and events as appropriate for achieving outreach and enrollment objectives.

3. Outreach

- Provide specialized outreach to Latino/a and other underserved populations
- Excellent oral and written communication skills, to include excellent telephone manner, presenting and speaking in public settings, communicating effectively with community members and professionals in one-on-one settings

- In collaboration with the Health Promotion Manager, outreach and market the Health Promotion programs to community agencies, schools and program participants. Cultivate and maintain relationships with outside organizations to develop opportunities for Clínica Tepeyac's educational programs
- Identify Clínica Tepeyac patients in need of prevention services, contact patients, and facilitate scheduling of services
- Guide clients in the identification of and connection to appropriate community resources.
- Participate in and contribute to Health Promotion team meetings and planning activities
- Maintain and promote program goals and objectives.
- Assist in the development of new material and innovative strategies to improve educational programs.
- Administer intakes, assessments and exit interview to program participants.
- In coordination with Corporate Giving and Events Coordinator, secure and manage participation of community organizations and businesses in Adelante 5k Expo
- Other duties as assigned

Supervision: None

Certification/Licensure/Registration: None

POSITION TYPE/WORK SCHEDULE: This is a full-time, non-exempt, 40 hour/week position, requiring occasional evening and weekend work and the ability to be flexible and responsive to emergent needs of Clinica Tepeyac.

Clinica Tepeyac is dedicated to equal employment opportunities in any term, condition, or privilege of employment. Clinica Tepeyac prohibits unlawful discrimination against applicants or employees based on race, color, national origin, ancestry, creed, religion, sex, age 40 and over, disability, genetic information, veteran status, sexual orientation, marital status, gender expression or any other characteristic protected by state or local law.