



Immunization Information System (IIS) Trainer

Sample Role Description

March 2016

Note: This role description is meant to offer sample language and a comprehensive list of potential desired responsibilities with corresponding knowledge, skills and abilities (KSAs). Actual position descriptions should filter out information that is not applicable for a specific position or role. Depending on staffing levels, several roles may be combined within a single position, or several positions may fill the same role. The term “Immunization Information System” or “IIS” may be replaced with “Registry” within position titles in some jurisdictions.

Trainer

IIS Trainer is a role typically found in a mid-level health education or training classification series.

Scope

The person fulfilling this role is responsible for providing outreach for provider and partner participation, training new and existing users, and developing training and communications tools and messages. This role may also oversee or coordinate the activities of customer support/help desk staff. This role may manage contacts for all IIS end users and partner organizations, documenting and/or assigning identifiers for individuals, provider sites, schools, vendors, or other partners submitting or querying IIS information.

Budget Authority

This role may offer input into budget issues or contribute to grant writing or reporting efforts that involve current or future funding.

Position Titles

The following example job titles were gathered from existing positions at state and local health agencies:

- IIS Trainer
- Outreach Coordinator
- Training Lead
- Program Coordinator
- Regional Trainer
- Trainer
- Education and Training Specialist
- Education and Training Coordinator

Relationship

The person in this role typically reports to the IIS Manager. This role works very closely with—or in smaller programs may even fill¹—other health educator roles throughout the immunization program. This role may be combined with the help desk technician roles and/or the data entry role.

¹ To the extent this position would provide both IIS training and broader immunization education/training, consider listing a hiring preference for a [Certified Health Education Specialist](#) (CHES) [given the relevance of the competencies required for certification](#).

Decision Making Authority

This position exercises considerable independent judgment in carrying out responsibilities within a highly collaborative environment. Decision making authority is commonly characterized as follows:

- Advises in or contributes to the hiring of programmatic personnel.
- Analyzes, recommends and/or determines prioritization on enhancements and development based on programmatic priorities.
- Contributes to and makes recommendations on program or state level policy and practices related to data capture and data use.
- Determines need for outreach to new and existing partnerships with public and private providers, schools, child care facilities, and other external partners.
- Supports public and private providers in meeting statutory requirements as well as programmatic needs for data submission and data access.
- Identifies and enables use of programmatic data and information to improve organizational processes and performance.
- Assesses user needs and develops/provides training and information.
- Contributes to the development and adoption of local and national standards for IIS operations, and recommends best practices.
- Creates or assist in creating communication materials for the IIS and Program.

This position may provide input into, and exercise independent action on a wide range of activities including, but not limited to:

- The development or modification of statewide legislation or policy.
- Approaches to IIS interoperability and data capture
- Decisions regarding grant or cooperative agreement applications, implementation and/or reporting processes.

Major Duties and Responsibilities

This list contains examples of duties and responsibilities that may be associated with an IIS trainer role. This list offers many possible duties and responsibilities from which to select in order to create a position most appropriate to your program needs and your human resource requirements.

Developing Training Tools, Communication and Marketing Resources

- Develop training tools and guides for all partners, stakeholders, and end users of the IIS.
- Support and maintain initial design and subsequent modifications to the IIS pages of the public health website.
- Identify website needs and create content to address them.
- Monitor site content and assure content is current and accurate.
- Post updated materials and links as necessary.

Providing Outreach and Training, Representing IIS

- Provide initial and ongoing training to immunization program health education and/or AFIX-VFC site visit staff.
- Serve as the primary liaison to provider clinics, with emphasis on both private and public providers.
- Serve as liaison between IIS and other programs to integrate IIS into all aspects of Immunization Program, including Vaccines for Children (VFC) and Assessment, Feedback, Information and eXchange (AFIX) projects.

- Develop outreach plans to market program and cultivate partnerships.
- Serve as primary contact for stakeholder and sponsor concerns.
- Represent the program in immunization policy and statewide immunization information system areas.
- Present locally and nationally to professional and lay audiences on program data and outcomes.
- Provide consultation to program staff and managers, advisory committees, county health authorities, and medical and health providers on immunization issues, as well as existing or proposed laws and regulations.
- Assist with interpretation of public health data and population health assessments to determine appropriate course of action, program focus, and needed improvements to the registry.
- Respond to inquiries from private and public immunization partners from the field, as well as from the public-at-large.
- Monitor and assess IIS participation for both reporting and data access.
- Lead training of new functionality and assure that IIS user support is continuously available and production problems are addressed and resolved in a timely fashion.

Coordinating/Overseeing Training and/or Help Desk Staff

- Coordinate the work of a customer service team to respond to calls from health care providers, school personnel, childcare providers and other stakeholders.
- Lead team meetings, and facilitate discussions to arrive at consensus and resolve conflicts between team members.
- Coordinate policies and standard operating procedure documentation to guide operations.
- Mentor project teams, guide project plans to accomplish program goals and objectives.
- Assist with funding, planning, contracts, and coordination with immunization management team and external partners/stakeholders.
- Provide specialized technical and public health expertise to oversee operations within the IIS.
- Assist with the review and interpretation of statutes, regulations, policy, technical guidance, confidentiality policies and implementation strategies for staff, management, other state and local government agencies, consultants, health providers, and the public.

Recommending, Planning and Tracking Enhancements

- Assist with comprehensive planning, policy development and technical consultation to achieve program goals.
- Develop strategies for major projects including goals, objectives, performance measures, and outcomes.
- Contribute to the design, development, testing and implementation of IIS functions and enhancements.

Functioning within an interdisciplinary team environment

- Consistently treat customers, stakeholders, partners, vendors and co-workers with dignity and respect.
- Create and maintain a work environment that is welcoming and respectful of diversity.
- Set clear guidelines and model expected professional behaviors.
- Other tasks as assigned.

Key Competencies

This list contains the key competency areas with corresponding examples of knowledge, skills, and abilities that may be associated with the IIS Trainer role. It is not all inclusive and may vary from position to position.

Standards and Interoperability

Applies informatics standards to ensure interoperability between disparate information systems.

Knowledge Statements:

- Knowledge of immunization terminology and practices, and the data elements that support them.
- Knowledge of relevant IIS standards, including HL7 2.x and SOAP/Web Services.
- Knowledge of IIS best practice documentation developed by the Modeling of Immunization Registry Operations Workgroup (MIROW).
- Knowledge of national initiatives such as Meaningful Use, and their impact on IIS and health information exchange.
- Knowledge of standardized IIS business rules and best practices.
- Knowledge of public health reporting standards.

Abilities Statements:

- Ability to apply local and national standards consistently.
- Ability to quickly learn data fields commonly used in clinic practices to record vaccination encounters
- Ability to quickly learn new terminology.

Project Management

Practices project management and program management techniques to engage stakeholders and team members in achieving goals and expectations.

Knowledge Statements:

- Knowledge of diverse IIS stakeholders and funding mechanisms.
- Knowledge of principles, methods and standards of project management.
- Knowledge of the outputs of computer query and reporting tools, such as SQL, Crystal Reports, Business Objects or Excel to support technical staff in running reports.

Skills Statements:

- Skill to develop specific goals and plans to prioritize, organize, and accomplish work.
- Skill to document status and outputs of projects and processes.
- Skill to engage in testing of information solutions using appropriate methodologies and techniques.

Abilities Statements:

- Ability to balance multiple, competing program demands.
- Ability to establish long-range objectives and specify the strategies and actions to achieve them.

Information Systems

Applies fundamental knowledge of hardware, software (including business rules and algorithms), and network infrastructure essential to ensuring that public health requirements are met.

Knowledge Statements:

- Knowledge of health information systems.
- Knowledge of large databases and database functions/utilities.
- Knowledge of electronic data transfer methods.
- Knowledge of the Systems Development Life Cycle (SDLC).

Skills Statements:

- Skill in use of common software products such as Word, PowerPoint and Excel.
- Skill to adopt complex, modern information technology and communication tools.
- Skill in drafting end user and technical documentation.

Abilities Statements:

- Ability to solve complex issues requiring coordination, technical ability, and knowledge of computer and information systems to evaluate alternatives.

**Policy**

Ensures that information projects adhere to relevant laws, rules, policies, procedures, and regulations.

Knowledge Statements:

- Knowledge of applicable laws, statutes, policies and procedures regarding public health and health information.
- Knowledge of types of agreements such as data use agreements and memorandums of understanding that govern data access and sharing.
- Knowledge of policies and Standard Operating Procedures (SOPs) specific to IIS operations.
- Knowledge of records management.
- Knowledge of recommended schedules.
- Knowledge of information security and privacy laws/policies as well as appropriate procedures to manage confidential data.

Skills Statements:

- Skill in appropriately applying IIS policies and procedures to specific situations.
- Skill to use relevant information to determine whether events or processes comply with laws, regulations, standards or procedures.
- Skill to develop standard operating procedures.
- Skill in interpreting laws, rules, policies and procedures and applying interpretations to specific situations.

Abilities Statements:

- Ability to apply public health laws, regulations, and policies specific to the Immunization Program.
- Ability to quickly learn processes, and practices.
- Ability to use relevant information and individual judgment to determine whether events or processes comply with laws, regulations, or standards.

**Communication**

Practices active, effective communication between IT, public health and other relevant stakeholders.

Skills Statements:

- Skill in use of phone, email, fax, text messaging, instant messaging and other telecommunications methods.
- Skill in communicating in writing, orally, electronically and in person with linguistic and cultural proficiency.

- Skill in applying effective communication and group dynamic strategies in interactions with individuals and groups.
- Skill in communicating the role of public health within the health system and community to diverse audiences.
- Skill in effectively communicating the capabilities and limitations of information systems.
- Skill in collaborating with a wide range of internal and external stakeholders including policy makers, health care and social services, end users, agency leaders and community.
- Skill in communicating orally to explain decisions, services or programs.
- Skill in resolving problems through negotiation.
- Skill in stakeholder engagement and collaboration.

Abilities Statements:

- Ability to build mutual trust, respect and cooperation among team members.
- Ability to communicate effectively to technical and non-technical audiences in both written and oral methods.
- Ability to contribute as a strong member of a self-directed work team.
- Ability to develop constructive and cooperative working relationships with others, and maintain them over time.
- Ability to effectively express ideas orally and in writing using appropriate language and organizing ideas in an objective manner.
- Ability to translate or explain what information means and how it can be used.
- Ability to effectively communicate the capabilities and limitations of information technologies.
- Ability to represent the Program as a staff person for project, advisory, or technical committees.
- Ability to apply tact and diplomacy to gain cooperation of others.



Analysis, Visualization & Reporting

Translates data to information and knowledge that leads to action using consistent analytic and reporting tools and techniques.

Knowledge Statements:

- Knowledge of techniques sufficient to collect, analyze, interpret and summarize data in a narrative or graphical format.
- Knowledge of business process analysis.

Skills Statements:

- Skill to analyze business needs and product requirements to create or design a system enhancement.

Abilities Statements:

- Ability to apply general rules to specific problems.
- Ability to exercise appropriate judgment in determining when an issue or problem needs referral to management or other staff.
- Ability to read and interpret technical materials to better assist end users.
- Ability to analyze, evaluate and solve procedural problems
- Ability to interpret technical materials to evaluate alternative technical solutions to address agency needs.
- Ability to understand the implications of new information for both current and future problem-solving and decision-making.

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Evaluation

Applies rigorous methods to evaluate the effectiveness of workflows and information technology.

Knowledge Statements:

- Knowledge of general data quality concepts.
- Knowledge of detailed quality assurance and improvement methodology.

Skills Statements:

- Skill to identify complex problems and review related information to develop and evaluate options and implement solutions.

Abilities Statements:

- Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
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Principles & Strategy

Applies informatics principles, strategic thinking, and leadership techniques to public health information needs.

Knowledge Statements:

- Knowledge of the development of IIS systems over time.
- Knowledge of the multiple purposes and audiences that leverage IIS data and functionality, and the methods by which they access IIS data.
- Knowledge of the basic concepts of vaccine management, such as inventory and accountability.
- Knowledge of healthcare systems and practices.

Abilities Statements:

- Ability to work independently with little or no supervision.
 - Ability to work well in a high-pressure environment.
 - Ability to apply high attention to detail to work products.
 - Ability to use independent judgment, decision making and problem resolution to perform technical, operational, or administrative functions.
 - Ability to learn the organizational structures, roles, and interrelationships of local public health agencies, private health care organizations, private practices, school health, and health plans.
 - Ability to correctly assess the political and institutional environment in which decisions are made and implemented.
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Training

Effectively applies concepts of adult learning theory to educating a broad range of technical, programmatic and clinical audiences.

Knowledge Statements:

- Knowledge of techniques and methods of disseminating technical and programmatic information with external partners and stakeholders.
- Knowledge of best practices in communications and training for adults.

Skills Statements:

- Skill in creating and implementing trainings and presentations.
- Skill in developing and writing effective training and promotional materials.

- Skill in the development and use of distance training methods, including conference call and webinar tools.
- Skill to design, plan and implement trainings for a wide variety of audiences.

Abilities Statements:

- Ability to prepare, present and train on highly complex technical material and issues to non-specialists.