PositiveLinks Coordinator
Recommended Job Description

Role of the Site PositiveLinks Coordinator (PLC): The PLC manages Member enrollment in PositiveLinks (PL), provides PL app and portal technical support to site, and project data collection, review and analysis. The PLC also trains Site staff on PL, and serves as a resource for Member health education, strengths-based counseling, and care coordination. Because this role routinely refers Members to additional care, the PLC should be familiar with Site-specific referral processes. We recommend this be a full-time position.

Guidelines for Selecting a PLC: The success of your Site's PL program depends on selecting a PLC who is a good fit. Experience, education, and skillset are important factors. We recommend the most successful PLCs have assets and traits such as flexibility; patience; the ability to solve problems creatively; genuine interest in the well-being of Members; cultural competency and comfort with diverse populations and lifestyles; a growth mindset; and excellent time management and organizational skills.

Retention-in-care Site staff: Site staff who will be supporting the PLC to identify Members for PL and provide case management services to PL Members should know about PL and contribute to a culture of SBCM and support holistic engagement of Members.

Optional: Split Site PositiveLinks Coordinator Position

Split responsibilities of PositiveLinks Coordinator (PLC) between two people. The PLC position may be separated into a data management and analysis component and a direct service delivery position. In this situation, however, it is critical that both PLCs collaborate closely and take action based on reported data.

One PL Coordinator is sufficient, however it will be important that another staff person has crossed-trained and has the ability to step in if the primary PL coordinator is unavailable.

PLC Responsibilities Detailed:
- PL Member enrollment and account management
- PL provider account management and training
- Monitors the PL community message board and all cohort messages
- Monitors weekly Member and Provider utilization of the platform
- Conduct engagement and retention follow-up with Members with no usage for one week/two weeks/four weeks/ 12 weeks
- Maintains Resources and Questions with accurate timely information
- Creates Weekly Quiz for Members
- Provides technical support to Members and Providers
- Provides support in data management and data analysis
- Document any technical issues related to PL, and communicate with the UVA implementation team for trouble-shooting