

## Job description

# Engagement Officer – PDNA (Diabetic Eye Screening)

**Location:** [local programme office]

**Reports to:** Engagement [Officer or Manager]

**Working Hours:** Full-time role working 37.5 hours per week. Between 9am–5 30pm Monday-Friday

### About us:

**InHealth is the UK's largest specialist provider of diagnostic, screening, and healthcare solutions.**

Our aim is to make healthcare better for patients by working collaboratively with the NHS to deliver a range of high-quality tests, scans, assessments, and procedures. In the past year alone, we have supported more than 3 million people on their healthcare journeys—most of whom are NHS patients and service users.

InHealth has been a proud supporter of the Diabetic Eye Screening Programmes across NHS England. Since 2011, we have expanded to offer fully managed services nationwide. To further improve efficiency, we developed our own software system, enabling us to adapt quickly and support our employees in delivering a better user experience. We are looking for someone with the passion and drive to help shape the future of our services—and the creativity to make them the best in the country for commissioners, but most importantly, for the patients we serve.

**If you're ready to dive in and make a real impact on both current and future services, this could be the role for you!**

### What you will do:

The post-holder will be responsible for increasing programme participation among patients in hard-to-reach groups, specifically those identified as Persistent Did Not Attenders (PDNAs).

They will proactively engage with, encourage, and educate patients on the importance and benefits of the diabetic eye screening pathway. Ensuring that patients' views are heard and acted upon—and that strong, collaborative relationships are developed—is key to the success of this role.

### What you are responsible for:

- Drive higher programme uptake by targeting and reducing PDNA patient levels
- Making outbound telephone calls to programme PDNA patients
- Proactively communicate with hard-to-reach groups, including educating patients on the benefits of participating in the programme
- Document and record PDNA contact attempts and patient feedback

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- Evaluate, adapt, and recommend improvements to PDNA contact strategies based on feedback received
- Provide monthly reports on PDNA contact attempts, patient feedback, and progress in reducing PDNA percentages
- Track and evaluated PDNA patients through their screening pathway, understanding their participating in the programme (i.e. whether or not they attended clinic)
- Focus engagement efforts on hard-to-reach groups, including individuals with learning disabilities, diverse ethnic communities, patients in areas of greater deprivation, and non-responders
- Engage and liaise with mental health units, large care homes, universities, and military establishments within the programme area to ensure the screening service meets their specific needs, patients receive timely screening, and high uptake and coverage are achieved

### What people see in you:

- Excellent written & verbal communication skills
- Teaching skills and effective listening skills
- Demonstrate drive and enthusiasm
- Ability to encourage and motivate
- Able to organise and prioritise workload
- Ability to work under own initiative and is proactive, takes own initiative
- Assertive, confident and understanding, Supportive and encouraging
- Self-motivated, tactful and diplomatic

### You will:

- Be confident and articulate on the telephone
- Educated to GCSE or equivalent
- Have experience in dealing with customers and/or patients, understanding their needs, concerns and thoughts
- Understand the importance of patient confidentiality and be aware of data protection.
- Promote a Risk Management culture by ensuring that all business and workplace risks (including work practices and environment) are identified, assessed and reported
- The post holder is expected to comply with the provisions of the Incident Reporting & Management Policy
- Demonstrate competent computer skills, with the ability to effectively operate various software programs and troubleshoot basic technical issues
- Work in the best interest of the patient, treating them with respect and maintain their dignity
- Exercise judgement and make decisions within the framework of legislation and Company policy. Matters not covered by existing policy are referred to the Programme Manager and/or Director of Governance and Clinical Services for guidance

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- Responsibility for safeguarding children and vulnerable adults in the course of their daily duties and for ensuring that they are aware of the specific duties relating to their role
- Comply with Health Intelligence Equal Opportunity Policy and Race Equality Scheme and must not discriminate on the grounds of sex, colour, race, ethnic or national origins, marital status, age, disability, sexual orientation or religious belief
- Undertake the allocated IG Training Tool Modules and read the Security Policy signing the Security Commitment Form to confirm they have read, understood and will adhere to the policy

### You have experience of:

- Working within NHS screening Programmes
- Previous experience in a healthcare environment
- Handling telephone calls with customer/patient interactions
- Using computers, Microsoft Office Products and other IT Packages
- Demonstrating strong communication skills, both verbal and written

### What can we offer you?

We offer a fantastic benefits package with access thousands of offers and discounts on a wide range of products and services relating to: fashion, travel, eating out, technology, leisure and more!

### In addition to this, we also offer:

- 25 days annual leave (plus bank holidays) increasing with years of service
- Company contribution pension scheme
- Private medical insurance options
- Fantastic learning and development opportunities
- 24/7 access to a dedicated well-being hub and an Employee Assistance Programme
- Monthly award programme and online peer-to-peer recognition
- Refer a friend bonus.
- Cycle to Work scheme.

### Further information

#### General

- This job description is a summary of the key tasks and may be subject to change in light of the developing organisation and in consultation with the post holder. The job description reflects the need to cultivate the service. It will evolve with the continuing expansion of the service and will be reviewed through mutual agreement between the post holder and the line manager
- All of the above activities are governed by standard operating procedures and policies, standing financial instructions, policies and procedures and standards of Health Intelligence as well as legislation and professional standards and guidelines.
- Comply with all local and InHealth policies, procedures, and guidelines.
- Comply with the requirements of the Data Protection Act.

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- Have responsibility for the health, safety and welfare of self and others and to always comply with the requirements of health and safety regulations.
- Undertake other duties that may be required from time to time and that are consistent with the responsibilities of the grade
- In the event of a major incident or emergency situation, the post holder will be expected to undertake any other duties as required to support the work of the Company to maintain business continuity
- Provide satisfactory clearance of suitability from the Criminal Records Bureau and Data Barring Service
- This job description reflects the need to cultivate the service. It will evolve with the continuing expansion of the service and will be reviewed through mutual agreement between the post holder and the line manager.
- To be successful in position, you'll be able to communicate with members of the public from a variety of different backgrounds and be able to rely on your organisation skills to meet the requirements of our patients
- You'll be flexible and able to work in our weekly working shift pattern as required