



Llanfyllin Group Practice

Patient Services Manager – Job Description

Job title	Patient Services Manager
Line manager	Managing Partner
Accountable to	The Partners
Hours per week	37

Job summary

The Patient Services Manager is a visible, non-clinical leader responsible for the reception and front-line patient services at the practice, ensuring smooth patient flow, excellent patient service, and efficient operational processes.

The postholder will oversee and act as the first point of contact for the reception team across all three practice sites, actively managing the appointments system and daily patient flow in close collaboration with the clinical team to optimise the use of available clinical resources, support the timely scheduling of patients triaged by the clinical team and assist with clinical rota planning.

They will lead, support, and mentor the reception team, ensuring staff are well-trained, motivated, and able to perform to their full potential while fostering professional development.

The postholder will be a key link between the reception team and the wider practice, taking the lead on patient experience, communication standards, and first-line complaint management. They will work closely with the partners and the management team to meet contractual obligations and deliver a high-quality patient experience alongside efficient and effective operational performance.

Mission statement

Llanfyllin Group Practice aims to be a leading local provider of clinical care and a wide range of health care services to the community and practice area, meeting national standards on best clinical practice.



Generic responsibilities

All staff at this organisation have a duty to conform to the following:

Equality, Diversity and Inclusion

A good attitude and positive action towards [Equality Diversity & Inclusion](#) (ED&I) creates an environment where all individuals can achieve their full potential. Creating such an environment is important for three reasons – it improves operational effectiveness, it is morally the right thing to do, and it is required by law.

Patients and their families have the right to be treated fairly and be routinely involved in decisions about their treatment and care. They can expect to be treated with dignity and respect and will not be discriminated against on any grounds including age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. Patients have a responsibility to treat other patients and our staff with dignity and respect.

Staff have the right to be treated fairly in recruitment and career progression. Staff can expect to work in an environment where diversity is valued, and equality of opportunity is promoted. Staff will not be discriminated against on any grounds including age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. Staff have a responsibility to ensure that they treat our patients and their colleagues with dignity and respect.

Safety, Health, Environment and Fire (SHEF)

This organisation is committed to supporting and promoting opportunities for staff to maintain their health, wellbeing and safety.

The post-holder is to manage and assess risk within their areas of responsibility, ensuring adequate measures are in place to protect staff and patients and monitor work areas and practices to ensure they are safe and free from hazards and conform to health, safety and security legislation, policies, procedures and guidelines.

All personnel have a duty to take reasonable care of health and safety at work for themselves, their team and others and to cooperate with employers to ensure compliance with health and safety requirements.

All personnel are to comply with the:

- [Health and Safety at Work Act 1974](#)
- [Environmental Protection Act 1990](#)
- [Environment Act 1995](#)
- [Fire Precautions \(workplace\) Regulations 1999](#)
- Other statutory legislation which may be brought to the post holder's attention

Confidentiality



The organisation is committed to maintaining an outstanding confidential service. Patients entrust and permit us to collect and retain sensitive information relating to their health and other matters pertaining to their care. They do so in confidence and have a right to expect all staff will respect their privacy and maintain confidentiality at all times.

It is essential that, if the legal requirements are to be met and the trust of our patients is to be retained, all staff must protect patient information and provide a confidential service.

Quality and Continuous Improvement (CI)

To preserve and improve the quality of the organisation's outputs, all personnel are required to think not only of what they do but how they achieve it. By continually re-examining our processes, we will be able to develop and improve the overall effectiveness of the way we work.

The responsibility for this rests with everyone working within the practice to look for opportunities to improve quality and share good practice and to discuss, highlight and collaborate with the team to create opportunities to improve patient care.

This practice continually strives to improve work processes which deliver healthcare with improved results across all areas of our service provision. We promote a culture of continuous improvement where everyone counts, and staff are permitted to make suggestions and contributions to improve our service delivery and enhance patient care.

Staff should interpret national strategies and policies into local implementation strategies that are aligned to the values and culture of general practice. All staff are to contribute to investigations and root cause analyses whilst participating in serious incident investigations and multidisciplinary case reviews.

Induction

We will provide a full induction programme, and management will support you throughout the process.

Learning and development

The effective use of training and development is fundamental in ensuring that all staff are equipped with the appropriate skills, knowledge, attitude and competences to perform their role. All staff will be required to partake in, and complete mandatory training as directed. It is an expectation for this post-holder to assess their own learning needs and undertake learning as appropriate.

The post-holder will undertake mentorship for team members and disseminate learning and information gained to other team members to share good practice and inform others about current and future developments (e.g., courses and conferences). The post-holder will provide an educational role to patients, carers, families and colleagues in an environment that facilitates learning.

Collaborative working



All staff are to recognise the significance of collaborative working and understand their own role and scope and identify how this may develop over time. Staff are to prioritise their own workload and ensure effective time-management strategies are embedded within the culture of the team.

Teamwork is essential in multidisciplinary environments, and the post-holder is to work as an effective and responsible team member, supporting others and exploring the mechanisms to develop new ways of working and to work effectively with others to clearly define values, direction and policies impacting upon care delivery.

Effective communication is essential, and all staff must ensure they communicate in a manner which enables the sharing of information in an appropriate manner.

All staff should delegate clearly and appropriately, adopting the principles of safe practice and assessment of competence. Plans and outcomes by which to measure success should be agreed.

Managing information

All staff should use technology and appropriate software as an aid to management in the planning, implementation and monitoring of care and presenting and communicating information.

Data should be reviewed and processed using accurate SNOMED codes to ensure easy and accurate information retrieval for monitoring and audit processes.

Service delivery

Staff will be given detailed information during the induction process regarding policy and procedure.

The post-holder must adhere to the information contained within the organisation's policies and regional directives, ensuring protocols are adhered to at all times.

Security

The security of the organisation is the responsibility of all personnel. The post-holder must ensure they always remain vigilant and report any suspicious activity immediately to their line manager.

Under no circumstances are staff to share the codes for the door locks with anyone and are to ensure that restricted areas remain effectively secured. Likewise, password controls are to be maintained and are not to be shared.

Professional conduct, uniforms and appearance

All staff are required to dress appropriately for their role and in accordance with the organisation's Uniforms, Dress and Appearance Policy. All staff members are to ensure that their conduct is commensurate with line management expectations and practice protocol.



Primary key responsibilities

The following are the core responsibilities of the Patient Services Manager in delivering health services. There may be, on occasion, a requirement to carry out other tasks. This will be dependent upon factors such as workload and staffing levels:

Leadership and Performance

- Lead, support and develop the practice reception team across all sites
- Line manages and act as the first point of contact for the reception team providing guidance, mentorship and performance management.
- Ensure smooth daily running of the reception, call handling and patient contact systems
- Foster a positive, motivated and professional team culture, encouraging continuous learning and professional development
- Ensure all reception staff are trained, competent and confident in delivering patient focused services.
- Support the management team to deliver a high quality, compassionate patient experience of the practice and efficient operational performance
- Lead regular team meetings, ensuring learning, feedback and updates are effectively communicated
- Lead on workforce planning, recruitment, retention and succession planning within the reception team
- Ensure all HR documentation including appraisals, probation reviews, absence monitoring and performance records are maintained to a high standard and in line with practice policies

Reception Staffing and Rota Management

- Plan, manage, and oversee reception staff rotas ensuring effective staff coverage across all sites to ensure the effective delivery of patient facing services



- Monitor staffing levels and adjust as required to respond to demand and operational priorities
- Work collaboratively with the management team to ensure cross cover staffing arrangements to ensure the practice can maintain smooth day to day operations

Appointments and Patient Flow Management

- Actively and flexibly manage the practice appointments system and daily patient flow working in collaboration with the clinical team ensuring effective and consistent use of EMIS, Accurx, Docman and other digital platforms
- Audit and review patient demand data, monitoring trends to inform service planning
- Support the planning and coordination of clinical rotas, ensuring adequate clinical coverage across all sites

Patient Experience and Communication

- Act as the first point of contact for patients concerns and complaints managing early resolution and supporting the learning process across the practice
- Lead on initiatives to improve patient experience
- Ensure reception staff have the skills, confidence and empathy to communicate effectively with patients including those with additional needs
- Oversee the quality of call-handling, reception interactions and administrative communication with patients
- Deliver health promotion initiatives and engagement activities in partnership with the management team
- Contribute to the practice website, social media channels and digital communication platforms, ensuring information is accurate, timely and accesible

Operational Delivery

- Ensure reception areas are welcoming, safe and accessible for all patients
- Monitor call volumes, response times and use data to inform improvement in line with Welsh Government Access Standards



- Manage the flow of incoming correspondence including patient registrations, and patient correspondence to ensure all actions are completed effectively and in a timely manner
- Ensure the safeguarding of patient data, ensuring all reception areas are secure and confidential
- Support planning and delivery of vaccination and immunisation clinics
- Develop, monitor and review policies, SOPs, and risk assessments relevant to patient services across all sites
- Lead on compliance monitoring within the reception team, including mandatory training, confidentiality, data protection, safeguarding responsibilities and competency compliance
- Ensure all staff understand and comply with information governance, data protection and confidentiality policies
- Provide concise and timely updates for management team meetings, contributing to decision-making and continuous improvement
- Communicate key updates to the reception team, ensuring clarity, accountability and shared understanding of goals and results

Governance, Quality and Compliance

- Act as the lead for patient services in relation to HIW readiness and to meet our contractual obligations
- Ensure compliance with safeguarding, confidentiality, data protection, Health & Safety and mandatory training requirements
- Participate in audits, quality improvement activity, significant event and complaint reviews
- Ensure security protocols are maintained, including access, alarm systems and password management



Person specification – Patient Services Manager		
Qualifications	Essential	Desirable
Level 5 management qualification (or equivalent experience)	✓	
Evidence of continuous professional development in leadership, service improvement, or patient experience	✓	
Experience	Essential	Desirable
Proven experience of managing or supervising a team in a customer service or administrative role	✓	
Strong track record of managing day to day operations including rotas, workload distributing and performance monitoring	✓	
Experience of managing staff across multiple sites		✓
Familiarity with the Welsh GMS Contract and statutory regulations	✓	
Experience of EMIS clinical system		✓
Previous experience of working in primary care or within the NHS		✓
Experience of implementing service improvements and managing change	✓	
Knowledge and skills	Essential	Desirable
Excellent leadership and team building skills, with the ability to motivate, support and develop a team	✓	
Proven customer/patient care skills	✓	
Ability to think strategically and contribute to wider service development	✓	
Excellent communication and interpersonal skills with the ability to liaise effectively at all levels	✓	
Competent in the use of MS Office applications and digital software	✓	
Ability to manage competing priorities and work under pressure	✓	
Problem solver with the ability to process information accurately and effectively, interpreting data as required	✓	
Ability to use own initiative, discretion, and sensitivity	✓	



Ability to manage staff rota's	✓	
Understanding of the challenges and priorities in general practice	✓	
Effective time management (planning and organising)	✓	
Good organisational skills	✓	
Ability to effectively utilise resources	✓	
Punctual and committed to supporting the team effort	✓	
Personal Qualities	Essential	Desirable
High levels of integrity and loyalty	✓	
Ability to network and build relationships	✓	
Flexible, cooperative and motivated	✓	
Confident, assertive and resilient	✓	
Ability to use initiative and judgement	✓	
Ability to motivate teams, enhance morale and maintain a positive working environment, including team-building sessions	✓	
Proven problem-solving and analytical skills	✓	
Demonstrate personal accountability, emotional resilience and the ability to work well under pressure	✓	
Ability to work to key policies and procedures	✓	
Other requirements/wider responsibilities	Essential	Desirable
Disclosure Barring Service (DBS) check	✓	
Own transport and ability to travel between sites	✓	

This document has been created to support the organisation's needs for recruiting. It should be noted that the detail within this person specification may be too lengthy and therefore, the organisation might wish to reduce the content to support its actual requirements

Furthermore, this person specification may be amended following consultation with the post-holder to facilitate the development of the role, the organisation and the individual. All personnel should be prepared to accept additional, or surrender existing duties, to enable the efficient running of the organisation.