

## **Preferred Health Care Job Description**

**Job Title:** Wellness Data Analyst  
**Department:** Medical Services  
**Reports To:** Manager of Corporate Health-Lancaster General Health

### **SUMMARY**

Key focus includes the daily management of individual and group health data, the Personal Health*Connect*™ wellness portal and other IS systems. With primary oversight of data management and systems, the data analyst is responsible for providing technical support and advanced analytics for clients, client members, and the LG Health Eliance Wellness Team.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Lead administration and functional operations of various data systems and platforms related to the onboarding and maintenance of client and member information, the integration of data, and the production of various internal and external reports
2. Organize, plan, build and maintain a structure to ensure the completion of all data responsibilities on time and the continued production of quality results
3. Aggregate and analyze large sums of data, generate value-add custom reports that provide key insight and present actionable findings and recommendations. Identify and include benchmarking statistics on the book of business, local, state and national levels
4. Maintain data management processes to ensure all incoming and outgoing data is accurate, complete, protected and secured
5. Manage the technical components of the Personal Health*Connect* wellness portal; setting up new and existing clients, building incentive campaigns and online programs, and enhancing the user-facing engagement platform
6. Troubleshoot technical issues and presented questions and provide resolution and support to clients, participants, and team members
7. Track program participation and health outcomes and produce regular status updates and metric reports
8. Maintain working relationship with data system and platform vendors and be knowledgeable of ongoing program developments
9. Research and provide recommendations for enhanced engagement based on best practices and business intelligence advancements
10. Translate data, customize queries and programming needed to maintain quality data and construct validity
11. Prepare and present demo presentations on the wellness portal to prospect clients and client members

## **JOB REQUIREMENTS**

### **EDUCATION/KNOWLEDGE REQUIREMENTS**

#### **SPECIFIC EDUCATION, CERTIFICATION, AND LICENSURE:**

- Bachelor of Science degree in computer related field – IS, IT, Computer Science.
- Valid PA driver's license.

#### **ESSENTIAL JOB-RELATED EXPERIENCE:**

- Five (5) years of experience in the field.
- Proficient in Microsoft Excel and Access
- Strong verbal and written communications skills with the demonstrated ability to explain complex technical concepts to a lay audience.
- Experience with working with large and complex data required.
- Strong verbal and written skills
- Ability to excel in fast paced environment
- Ability to preserve confidential information
- Ability to work in a team environment as well as independently
- Ability to display a high level of accuracy and attention to detail