



**FERTILITY**  
*associates*

*a better understanding*  
TE RAUHANGA O TE WHARETANGATA



## **Position Description**

**Fertility Counsellor**

**2019**

## Position: Fertility Counsellor 2019

Name:			
Position:	<b>Fertility Counsellor</b>		
Location:	<b>Fertility Associates Clinic (Auckland/Hamilton/Wellington/Christchurch/Dunedin)</b>		
Reports to:	<b>Clinic Manager</b>	<b>Direct Reports:</b>	None
Key Internal Relationships	Doctors Nurses Receptionists/Admin Clinic Manager Other Counsellors	<b>Key External Relationships</b>	Patients ANZICA Health care providers Support Groups

### Organisation Context – How the role adds value to FA

The Fertility Counsellors provides counselling, guidance, therapy and education for individuals and couples experiencing fertility issues. Counsellors are an important part of the clinical team supporting FA patients through treatment.

Working independently for the most part, FA Counsellors organise, promote, deliver, evaluate and develop a professional, independent counselling service to those involved in assisted conception treatments at their own clinic. They also provide back up to the wider counselling team when required.

The position holder counsels clients through the decision to seek third party or donor assisted reproduction methods; assesses and assists patients experiencing reproductive losses and anxiety. Provides group therapy/support groups.

### Role Overview – Key Contribution

1. **Supports the value of CARE through:**
  - a. Providing care and compassion to all patients at all times
  - b. Providing clear, appropriate, helpful and relevant guidance to patients
2. **Supports the value of RESPONSIVENESS through:**
  - a. Working collaboratively with colleagues to share information and learn from others
  - b. Understanding and responding to patients differing needs for communication of information
3. **Supports the value of EXCELLENCE through:**
  - a. Meeting all the ANZICA standards of service and quality
  - b. Looking for ways to improve the service
4. **Contributes to FA's performance through:**
  - a. Providing appropriate and timely guidance and support to patients
  - b. Ensuring FA's counselling service is compliant and cost effective

### Key Goal/ Responsibility 1: **Provision of Counselling Patient Services**

### Expected Outcomes

- 1.1. To provide information, implications counselling, support and therapy to people experiencing infertility at any stage of evaluation, treatment or follow up after treatment.

Specific areas may include:

- o impact of infertility
- o choosing/ changing treatment
- o ceasing treatment
- o choosing to be child-free
- o sexuality
- o sexual distress and dysfunction
- o miscarriage
- o foetal abnormality
- o termination of pregnancy
- o adoption
- o post-natal depression

- a. Professional competency maintained through meeting contemporary professional guidelines, eg. ANZICA and NZ standards guidelines.
- b. Sensitivity to individual needs, circumstances and diversity
- c. Effective planning and prioritising of workload
- d. Timely and appropriate decision support
- e. Accurate, up to date, appropriate records and statistics
- f. High levels of patient satisfaction in service

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<ul style="list-style-type: none"> <li>○ issues of origin</li> <li>○ parenting</li> <li>○ when and how to tell children details of their origins</li> <li>○ past traumas or unresolved issues (eg. Sexual abuse)</li> <li>○ Stress management</li> <li>○ Grief</li> </ul> <ol style="list-style-type: none"> <li>1.2. To provide a service that is sensitive and adaptable to the needs of the individual client, couple and family before, during and after treatment, taking into account physical health and abilities, form of involvement in assisted conception, stages of investigation and treatment and other sources of support.</li> <li>1.3. To exercise autonomous professional responsibility for assessment of and provision for the counselling needs of patients / clients referred to the counselling service.</li> <li>1.4. To maintain an accurate log of counselling referrals, uptake and other case statistics; and to carry out regular audit in order to monitor patients' / clients' needs, assess provision and support</li> <li>1.5. To compile patient records and maintain ongoing case-notes as ANZICA and professional guidelines.</li> <li>1.6. To work alongside other FA professionals in a patient centric approach to provision of services.</li> </ol>	
Key Goal/Responsibility 2 : <b>Provision of Regulatory Counselling Services</b>	<b>Expected Outcomes</b>
<ol style="list-style-type: none"> <li>2.1. Counsel clients on fertility options including third party or donor assisted reproduction methods</li> <li>2.2. Interview potential oocyte donors and gestational carriers</li> <li>2.3. Provide appropriate referrals as indicated or requested</li> <li>2.4. Write required reports and applications to ECART and provide information and guidance to donors and recipients.</li> </ol>	<ol style="list-style-type: none"> <li>a. Complete and timely applications</li> <li>b. Forms accepted by ACART/ECART</li> <li>c. Patients understanding process and appreciating the supports</li> </ol>
Key Goal/Responsibility 3: <b>Development of Services &amp; Relationships</b>	<b>Expected Outcomes</b>
<ol style="list-style-type: none"> <li>3.1. Keep abreast and evaluate developments in infertility treatments – and advise Clinic Manager and GCA of improvements in methods protocols and standards</li> <li>3.2. Contribute to the development, improvement, implementation and integration of new counselling services into FA.</li> <li>3.3. Consider, plan and implement changes in conjunction with other clinic/group staff</li> <li>3.4. Take a leading position in informing, investigating and advocating application of advances in counselling practice in the field of infertility.</li> <li>3.5. To promote and maintain good working relationships with other professionals, groups, organisations and agencies in order to further patients' / clients' support and counselling needs</li> <li>3.6. Contribute to the learning and development of Clinic Team about counselling issues and services.</li> <li>3.7. Contributes to promotional activities - e.g, education evenings or providing information for media education</li> </ol>	<ol style="list-style-type: none"> <li>a. CM is kept up to date on counselling issues and services.</li> <li>b. New processes introduced effectively</li> <li>c. Clinic team understand the work and contribution of counselling</li> <li>d. A good trainer/educator</li> <li>e. Accurate information in the public arena</li> </ol>

<b>Key Goal/ Responsibility 4: Quality Improvement</b>	<b>Expected Outcomes</b>
<p>4.1 Ensure that FA counselling practices are compliant with ANZICA, RTAC, ISO and other FA standards</p> <p>4.2 Initiate Quality Reports when appropriate. Critical incidents, complaints, system failures etc, recorded and appropriate initial actions taken.</p> <p>4.3 Contribute to the continuous improvement of processes/protocols within FA</p> <p>4.4 Follow the company safety policies for personal and patient safety.</p> <p>4.5 Seek and use performance feedback to improve own performance</p> <p>4.6 Will bring things to others attention/ raise issues of concern.</p> <p>4.7 Supports colleagues - sharing knowledge and experience to help them do things better/more efficiently.</p>	<p>a. Ensures process solutions are future focused</p> <p>b. Comfortable about providing feedback, critique and new ideas.</p> <p>c. Asks for help</p> <p>d. Learns quickly and applies suggested improvements</p> <p>e. Problems and issues are brought to the appropriate people</p>
<b>Key Goal/ Responsibility 5: Communication and Teamwork</b>	<b>Expected Outcomes</b>
<p>5.1 Demonstrate teamwork through shared problem solving, use of effective communication and consultative decision-making.</p> <p>5.2 Work co-operatively with other members of the clinic team.</p> <p>5.3 Displays a positive viewpoint; sees the good in situations and how they can make things better.</p> <p>5.4 Goes the extra mile to assist others – looks for opportunities to help and support colleagues.</p> <p>5.5 Communicates directly and honestly and respectfully at all times.</p>	<p>a. Is clearly valued as a member of the team.</p> <p>b. Patients and colleagues find the individual approachable and knowledgeable and quickly obtains credibility.</p> <p>c. Views are clearly understood and respected.</p> <p>d. Seen as someone who will help out</p>
<b>Key Goal/Responsibility 6: Personal Development</b>	<b>Expected Outcomes</b>
<p>6.1. Develop own skills and knowledge through participation in clinic education meetings, attendance at conferences, seminars, workshops and reading relevant literature.</p> <p>6.2. Maintain annual practicing licence and ANZICA registration</p> <p>6.3. Meet the continuing education requirements of ANZICA</p>	<p>a. Knowledge gained from relevant meetings is shared with the team and beyond.</p> <p>b. Seen as a leader in the ANZIC field</p> <p>c. Development plan in SF.</p>

## FERTILITY ASSOCIATES KEY COMPETENCIES REQUIRED FOR COUNSELLORS

### 1. Patient Insight: understanding what patients want, feel and need, and to meet those needs

FA Counsellors:

- have insight into self and others
- can read people quickly and accurately
- are exceptional listeners
- can see situations from others' perspectives;
- understand the wide variety of reactions and emotions that their clients have in the fertility treatment process and the possible outcomes
- empathise yet remain able to know how to use their skills to provide optimal support
- work with clients who can be highly emotional
- will work through the most challenging and difficult client issues positively know when to manage and implement boundaries
- have clients who leave feeling supported

### 2. Analytical Thinking: tackling problems using a logical, thorough and systematic approach.

FA Counsellors:

- ask the right questions
- are able to assess clients and situations quickly and decide which counselling approach or strategy is in the clients' best interests
- use their experience to provide advice and suggestions
- provide the information clients need in a format they understand
- work through complex and layered client issues that can combine legal, ethical, emotional, international, clinical, technical, financial and business elements
- use their client time efficiently by analysing what can be done and creating workable plans
- know when to refer or involve other specialists
- provide accurate and useful reports and data
- use sound judgement about ensuring client confidentiality whilst ensuring that FA meets its legal and regulatory requirements.

### 3. Teamwork: working within and across teams in a supportive, collaborative and productive way

FA Counsellors:

- value others in all FA teams
- create strong working partnerships with all staff in their clinics
- they are responsive and willing to provide support and a sounding board for people wanting to discuss the 'tough' issues
- provide guidance and education on the emotional, ethical and legal aspects of fertility treatment support other counsellors and provide back up when required.

### 4. Initiative: developing innovative approaches that enable us to improve

FA Counsellors:

- work independently and manage their case load and clients using their time efficiently
- respond to changes and urgent requests
- work through setbacks or challenges positively; do not give up on clients
- share success stories, challenges and strategies with colleagues
- learn from others about what works for them
- try new methods or tactics; will change their strategy and approach when necessary
- are tactful but also fearless about approaching the most challenging issues.

### 5. Education: commitment to learning and growth for staff, patients and external stakeholders

FA Counsellors:

- have degrees in social work; masters in counselling or psychology and be accepted by ANZICA
- fulfil all requirements to keep themselves current and compliant with their profession and the legislative framework
- coach and support FA staff in understanding and dealing with emotional situations that occur with FA patients and help them build resilience and good practice
- can educate and teach their clients about the complexities and regulations that impact their personal circumstances
- engage in research and publishing findings

## FERTILITY ASSOCIATES KEY COMPETENCIES REQUIRED FOR COUNSELLORS

### 6. Technology: continuous development of our competence in technology, science and medicine

FA Counsellors:

- work with FA's systems and processes and keep up to date with MedTech reporting and recording requirements
- ensure that the FA technology/counselling interface meets ethics and privacy standards
- ensure that they are up to date with changes in technology that impact client treatment and their experience of FA's services

### 7. Leadership: professional, proactive, accountable

FA Counsellors:

- Have life experience that allow them to influence and guide others of all ages and backgrounds
- command respect
- use their experience to bring real life context and understanding to clients
- use their experience to help their clients with maturity, insight and empathy
- will be seen as leaders in FSA, Fertility NZ and the wider fertility and counselling community.

### 8. Business Focus: knowledge of how businesses operates; using understanding of strategy, finance, planning processes

FA Counsellors:

- understand how FA works as a business
- know how they contribute to the business
- know the treatment options and pricing plans available
- understand funding of treatment and support; know what regulations impact the business and the implications
- keep abreast of changes that influence or impact the business
- provide reports on their work that the business needs
- complete forms and paperwork on time and accurately
- plan their workload efficiently to deliver a cost effective and accessible service.