

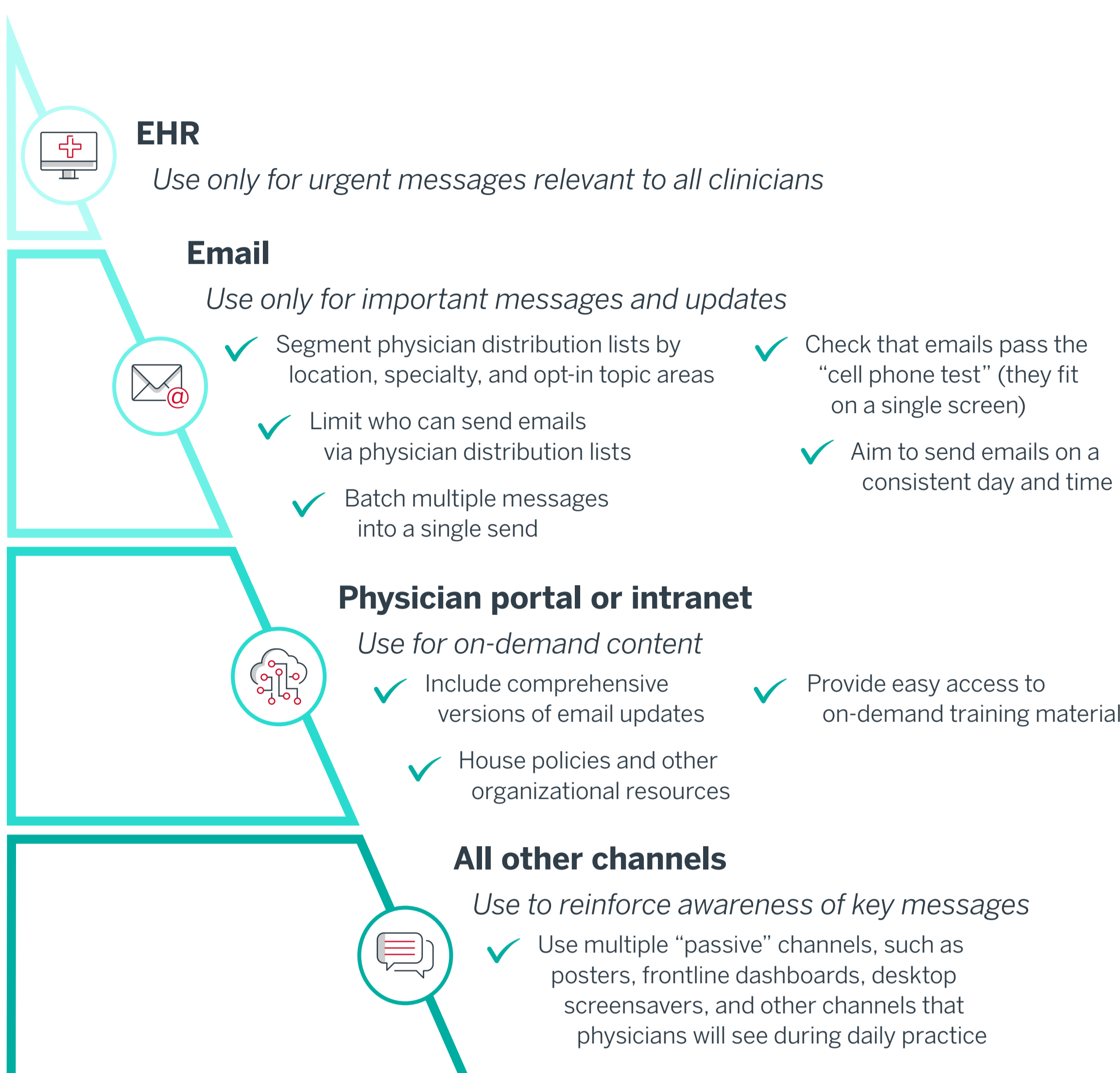
THREE ways to ensure all physicians hear your message

Nearly all executives dedicate significant time and energy to keeping physicians informed of organizational strategy and change initiatives—yet many physicians still feel out of the loop. Create a physician-centered communication strategy to cut through the noise and ensure high-priority messages are amplified.

Streamline physician communication channels

Make organizational updates as accessible as possible—while minimizing information overload—by sending messages through the right channels.

1



2

Increase physician executive visibility

Meet physicians where they are—both in person and virtually—to build executive visibility and rapport among physicians.



Consistently round on physicians:

- ✓ Carve out dedicated time to round on physicians monthly
- ✓ Use a standardized set of rounding questions
- ✓ Include hospitals and ambulatory practices



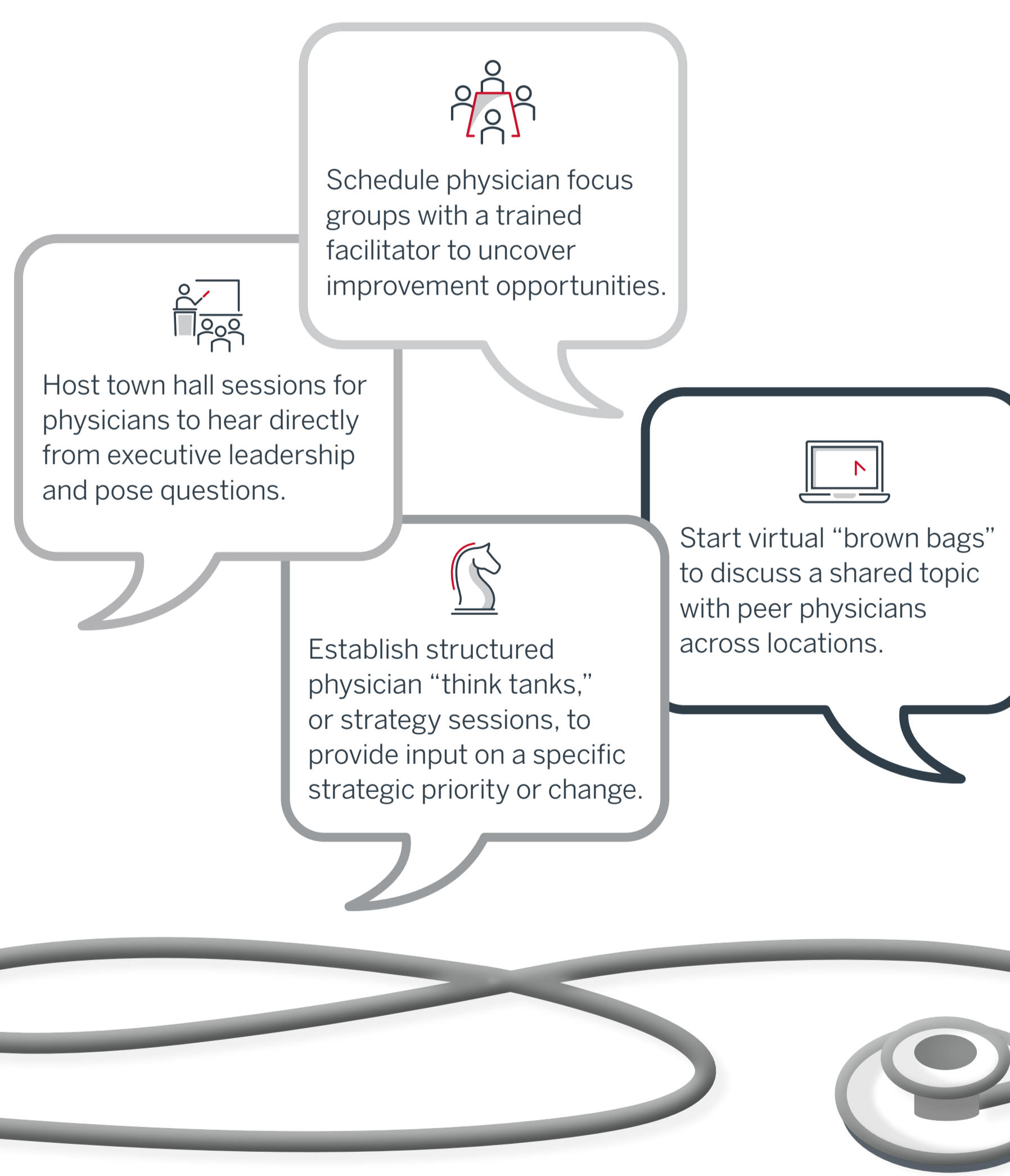
Consistently use 2 or 3 e-visibility tactics, such as:

- ✓ Live Q&As broadcast on virtual platforms
- ✓ Executive blog highlighting organizational updates and physician accomplishments
- ✓ Virtual drop-ins to medical staff meetings or committee meetings

3

Facilitate forums for meaningful dialogue

Balance one-way communication channels with two-way discussion opportunities for physicians to debate issues, seek answers, and provide input.



Create physician-centered content

Across communication forums, ensure messages feel relevant and highly valuable to physician audiences



Explain how an initiative directly addresses trends in your market.

Physicians often lack visibility into the external forces driving organizational strategy. To ensure physicians have that rationale, provide relevant context around local and/or national market changes.



Connect an initiative to existing priorities.

To establish a clear purpose—and prevent initiative fatigue—connect new strategies or change initiatives to existing priorities. This is especially important when making changes to physician workflows.



Explicitly call out physicians' role in an initiative.

Communicate the expected impact on physicians and the things they care about. Include a specific “call to action,” such as the steps or changes physicians can make to positively impact the strategy or initiative.

For additional templates, picklists, and guidance on how to reach 100% of physicians, access The Physician Communication Toolkit at advisory.com/pec/communicationtoolkit