

Adding Touchpoints Beyond Networking

Shareholder Education Doesn't Stop at Onboarding

Four Components of The Iowa Clinic's New Physician Academy



Kick-Off Event

Orient to history, values, strategic vision and physicians' roles in each



Networking

Introduce to board, leadership team; participate in team building activities



Education Sessions

Teach business fundamentals like risk, marketing, leadership in Q&A style sessions



Board Roundtable

Discuss board service, how decisions are made, clarify misconceptions

Continuing Education Reinforces Understanding of Shareholder Role



Host shareholder roundtables as needed to revisit roles; helps ensure both new and existing shareholders are on same page

Building on Standard Onboarding Curriculum

The Iowa Clinic's Training Makes Shareholder Role More Personal

Traditional Elements of Shareholder Onboarding



How The Iowa Clinic Builds on These Elements

Articulating mission, vision



Invites spouses to kick-off so they also understand mission, vision, and commitment to group

Familiarizing shareholders with bylaws



Conducts board-led session to clarify **how decisions are made, scope of shareholder role**

Explaining how the business makes money



Instills personalized understanding of how **individual marketing contributes to group success**

Educating physicians on market trends



Provides deep dives on **trends of highest relevance to group**