Right now there’s a big communication gap between hospital organisations and doctors. Organisations communicate with doctors all the time—but doctors report that critical messages are not getting through, and those that do get through often are irrelevant or strike the wrong tone. Though the chasm seems wide, there are four key changes you can make to your existing communication strategy to bridge the divide.

**Crossing the Communication Chasm**

**How to Reach More Doctors**

**Messages to doctors aren’t always relevant and may not fully reflect the doctor perspective.**

“Message is easy to miss important emails when we get ten times as much junk as relevant information.”
—Doctor

Organisations don’t know what factors drive doctors to pen an email—and are often missing the mark.

“Have no idea if doctors read my emails.”
—Chief Medical Officer

Organisations request doctor action without defining a shared vision for success.

Only 49% of doctors feel they are kept informed of their organisation’s strategic plans and direction.

Hospital communication to doctors is often a one-way street without meaningful dialogue.

Only 42% of doctors feel their organisation is open and responsive to their input.

“We are not really ‘asked’ anything. We are ‘told’. This is the essential management style.”
—Doctor

**Curate Doctor-Centered Content**

To secure doctor trust, one chief medical officer makes a high-quality content guarantee.

Chief medical officer guarantees that only high-value emails, which have been vetted and signed off by the medical executive committee, will be sent by only two senior leaders in the organisation.

In return, doctors share a personal email address, and commit to reading and responding to organisational emails.

Access tools to curate doctor-centered content at advisory.com/cob/commtool2

**Use Email Analytics to Increase Open Rates**

An investment in email and analytics pays off.

Organisation’s email analytics reveal low doctor open rate compared to hospital-based doctors.

Communications expert adds more doctor-relevant topics to newsletter and customises subject line.

Open rate more than doubles among doctors.

Learn how to increase your doctor open rate at advisory.com/cob/commtool3

**Connect the Dots Between the Doctor Role, Organisational Strategy, and Market Trends**

One organisation provides a clear rationale to doctors for a new clinically integrated network.

Provide Industry Update
Highlight factors forcing shift from volume to value

Explain Organisation’s Ambition
Explain rationale for forming the network and define its attributes in doctor-friendly language

Tap Doctor Motivations
Describe potential impact on quality and coordination through illustrative patient story

View the full messaging strategy at advisory.com/cob/commtool2

**Ask for Structured Feedback on Specific Topics**

To repair tense hospital-doctor relations, one organisation met with doctors and kept the conversation productive by focusing on three key questions:

1. As a doctor, what are three things you can realistically expect of the administration?
2. What are three things the administration can realistically expect of you?
3. Across the next few months, what are three key decisions in which you’d like to see more doctor involvement?

Access case studies on soliciting structured feedback at advisory.com/cob/commtool4

Access the entire Doctor Communication Toolkit
advisory.com/cob/communicationtoolkit

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