Crossing the Communication Chasm
How to Reach More Physicians

Right now there’s a big communication gap between hospital organizations and physicians. Organizations communicate with physicians all the time—but physicians 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.

Messages to physicians aren’t always relevant and may not fully reflect the physician perspective.

Organizations don’t know what factors drive physicians to open an email—and are often missing the mark.

Organizations request physician action without defining a shared vision for success.

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

Curate Physician-Centered Content
To secure physician trust, one CMO makes a high-quality content guarantee.

CMO guarantees that only high-value emails, which have been vetted and signed off by the MEC, will be sent by only the senior leaders in the organization.

In return, physicians share a personal email address, and commit to reading and responding to organizational emails.

Access tools to curate physician-centered content at advisory.com/pec/commtool2

Use Email Analytics to Increase Open Rates
An investment in email and analytics pays off.

Organization’s email analytics reveal low PCP open rate compared to hospital-based physicians.

Communications consultant adds more PCP-relevant topics to newsletter and customizes subject line.

Open rate more than doubles among PCPs.

Learn how to increase your physician open rate at advisory.com/pec/commtool3

Connect the Dots Between the Physician Role, Organizational Strategy, and Market Trends
One organization provides a clear rationale to physicians for a new CI network.

Provide Industry Update
Highlight factors forcing shift from volume to value. Explain Organization’s Ambition
Explain rationale for forming the network and define its attributes in physician-friendly language.

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

View the full CI network messaging strategy at advisory.com/pec/commtool2

Ask For Structured Feedback On Specific Topics
To repair tense hospital-physician relations, one organization met with physicians and kept the conversation productive by focusing on three key questions:

1. As a physician, 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 physician involvement?

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

Access the entire Physician Communication Toolkit
advisory.com/pec/communicationtoolkit
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