

Navigating the physician engagement challenge

How to scope an effective strategy

Strong physician engagement impacts a host of health system priorities, including physician retention, patient experience, care quality, and organizational costs. But many physician executives feel lost when navigating the multitude of potential tactics to improve engagement among both employed and independent physicians. Plus, time and resource constraints make it hard for executives to prioritize where they should invest their efforts.

START
HERE

STEP ONE:

Assess your available resources

Estimate how much time you can personally dedicate to physician engagement and how much time you can ask others to contribute.



Your time:

- How many hours per week do you already spend on physician engagement work?
- How many hours per week can you repurpose for physician engagement work by off-loading other responsibilities to colleagues or administrative support?



Others' time

- How many hours per week can you ask other executives to dedicate to physician engagement work?
- How many hours per week can you ask senior physician leaders to contribute to physician engagement work?
- How many hours per week of internal administrative support is available for physician engagement work?

✓ I know how many hours I can realistically dedicate to physician engagement efforts

STEP THREE:

Pursue a limited number of top opportunity drivers

Based on national data, there are six engagement drivers that have the greatest impact on physician engagement for both employed and independent groups. Choose two to three drivers with which to start.

Six high-impact engagement and alignment drivers*



I am interested in physician leadership opportunities at this organization.



This organization is open and responsive to my input.



This organization is well prepared to meet the challenges of the next decade.



This organization recognizes clinicians for excellent work.



I view this organization as a strategic partner in navigating the changing health care landscape.



The actions of this organization's executive team reflect the goals and priorities of participating clinicians.



✓ I know which high-impact engagement drivers to pursue

✓ I know which groups of physicians to prioritize

STEP TWO:

Focus on your high-priority physicians

Identify high-priority physicians on whom to focus your engagement strategy.



What specialties are below benchmark?

Review your latest physician engagement data (or national data from the Physician Executive Council) to identify which specialties fall below benchmark.



What specialties are critical to drive your organization's strategic priorities?

For example, if your organization aims to adopt more risk-based contracts, prioritize primary care physicians.

YOU MADE IT!

You physician engagement strategy includes:

- ✓ How much time you can dedicate to physician engagement efforts
- ✓ Which groups of physicians to prioritize
- ✓ Two or three high-impact engagement drivers to pursue

* Based on Advisory Board's 2017 Physician Engagement National Database.