

PHYSICIAN ENGAGEMENT IN THE HOSPITAL QUALITY AGENDA

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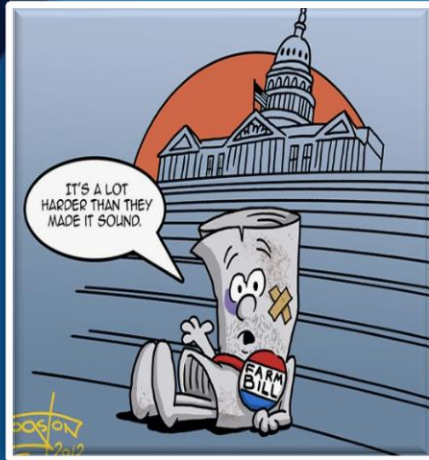
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Why is Physician Engagement crucial to a successful hospital quality program?

Why can't we just legislate our way to high quality care?



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Why is it often challenging to engage physicians?

Our Training does not lend itself to a culture of teamwork

Physicians have a myriad of demands on their time

Physicians tend to be highly independent by nature

Patients and society endow a “buck stops here” accountability on physicians

What are the main drivers of physician behavior?

Training programs still value autonomy

Ultimately, patient outcomes are still mainly attributed to the physician

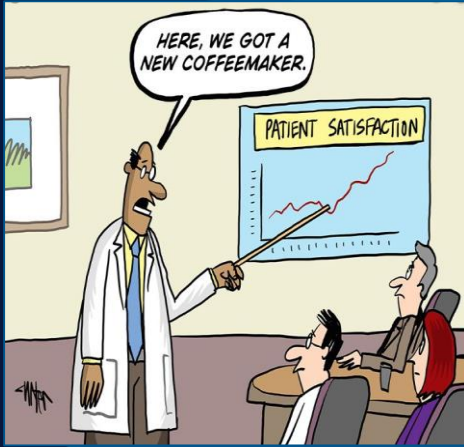
Historically, peer review activities have been punitive

Hospital leaders and physicians often operate in silos

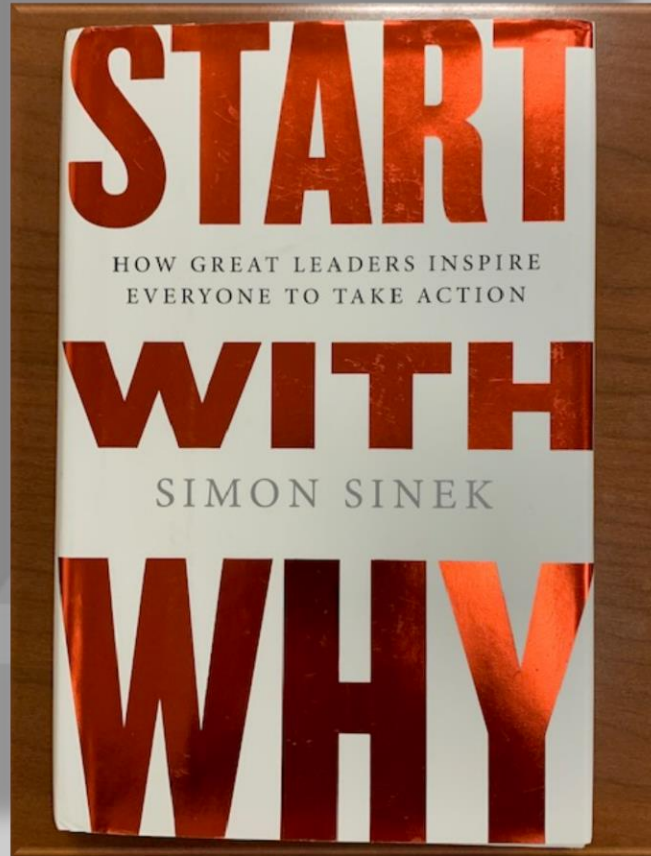
Hospital leaders and physicians often do not speak the same language

So, how do we break down barriers between ourselves and our medical staff?

Know your “**Why**” and effectively communicate this to all of your staff



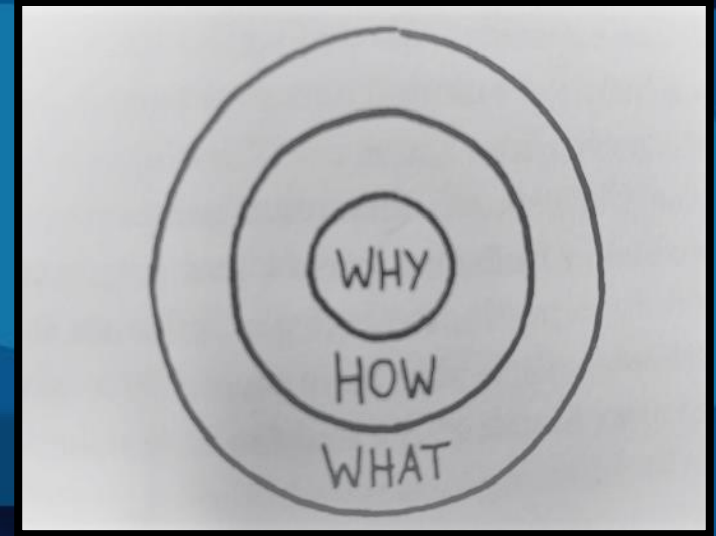
Simon Sinek: Start with Why



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Building the Why

Know “why” what we are doing is important
Manipulation vs. Inspiration
Be Passionate



Brief Intermission

Book Give Away!!



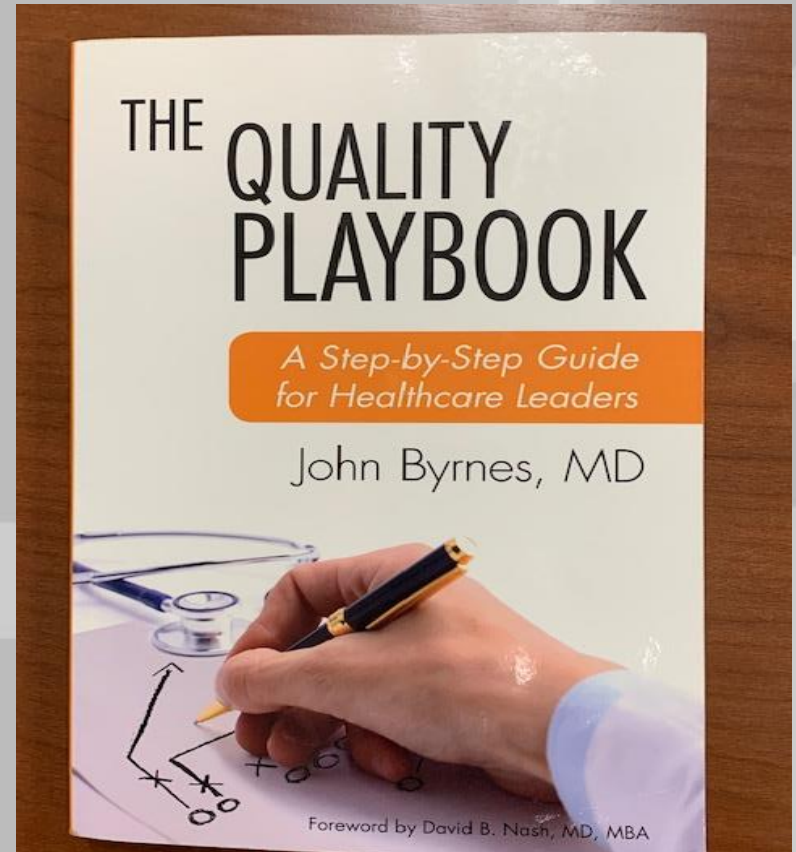
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Translating Vision to Action

Effectively communicate and then execute on your hospital's quality agenda

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Dr. John Byrne, MD: The Quality Playbook



Title Name or Department Name

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HCA 
HealthcareSM

Execution

Know your Data

Develop a Clear Vision and Attainable Goals

Communicate Opportunities and Results

Culture of Ownership amongst the Executive Team and BOT

Physician Leadership Journal: September/October, 2019; 32-37

- Conduct physician surveys as to quality concerns
- Develop a physician-led Quality Improvement Committee
- Executive Leadership to attend all important physician committee meetings
- Flexible office hours
- Feedback Loops on Progress

Final Tips to Engage Physicians

1. Be respectful of their time constraints
2. Be Concise (elevator speech)
3. Be passionate; lead with an inspirational “Why”
4. Do not be afraid to ask them for their help
5. Always plan to circle back with them on progress

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