

## Ten Steps We Can Take NOW To Engage Physicians

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- Encourage practicing physicians to articulate future clinical priorities
- Include doctors who are users of radiology, anesthesiology, pathology, and emergency services to draw up contract specifications and monitor performance
- Establish a hotline for process improvement issues
- Treat top 20% as accounts, with (at least) quarterly visits
- Ask “go-to” docs, “What can we take off your plate,” at least semi-annually
- Map out steps of policies and procedures to improve effectiveness and refine handoffs, especially when people say, “I need another FTE.”
- Have the Chief Information Officer and programmers round periodically with physicians to learn their IT needs and frustrations
- Develop hospitalist surgical service to off-load call burdens
- Celebrate and reward all healthcare professionals who exceed their job descriptions to care for patients
- Establish a pool with fines from using hot-button words and killer phrases to support a worthwhile service or celebration, including:
  - “Let’s form a committee to study it.”
  - “We’ll get back to you” (without setting a finite date)
  - “What would our board think?”

**For more information on engaging physicians to improve care for your community, please visit <http://healthcarecollaboration.com>**