

# 6 Proven Strategies for Engaging Physicians

## 1. DISCOVER A COMMON PURPOSE



24% of physicians feel pride in their association with their hospital, while only 7% have passion. <sup>1</sup>

## 2. SEGMENT THE ENGAGEMENT PLAN & EDUCATE



Training and resources ranked 2nd only to compensation as influencing physicians to change behavior. <sup>2</sup>

## 3. USE ENGAGING IMPROVEMENT METHODS



84% of physicians are willing to address potential sources of healthcare waste. <sup>2</sup>

## 4. ADOPT AN ENGAGING STYLE & TALK ABOUT REWARDS



Fully engaged physicians resulted in  
3% more outpatient referrals      51% more inpatient referrals <sup>3</sup>

## 5. TURN PHYSICIANS INTO PARTNERS, NOT CUSTOMERS



Engaged physicians were 26% more productive, translating to an average annual per-physician patient revenue of \$460,000. <sup>3</sup>

## 6. PROVIDE BACKUP ALL THE WAY TO THE BOARD



Hospitals in the top quartile for physician loyalty had earnings per adjusted admission that were about \$320 more than bottom quartile hospitals. <sup>1</sup>

1. Paller, Deborah A. (2005). What the Doctor Ordered. Gallup. Retrieved from <http://www.gallup.com/businessjournal/18361/What-Doctor-Ordered.aspx>  
2. Kumar, Pooja M.D., Sherwood, Anna, & Sutaria, Saumya M.D. (2013). Engaging Physicians to Transformation Operational and Clinical Performance. McKinsey on Healthcare. Retrieved from [http://healthcare.mckinsey.com/sites/default/files/MCK\\_Hosp\\_MDSurvey.pdf](http://healthcare.mckinsey.com/sites/default/files/MCK_Hosp_MDSurvey.pdf)  
3. Burger, Jeff & Giger, Andrew. (2014). Want to Increase Hospital Revenues? Engage Your Physicians. Gallup. Retrieved from <http://www.gallup.com/businessjournal/170786/increase-hospital-revenues-engage-physicians.aspx>