DISCOVER A COMMON PURPOSE

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

SEGMENT THE ENGAGEMENT PLAN & EDUCATE

Training and resources ranked 2nd only to compensation as influencing physicians to change behavior.²

USE ENGAGING IMPROVEMENT METHODS

84% of physicians are willing to address potential sources of healthcare waste.²

ADOPT AN ENGAGING STYLE & TALK ABOUT REWARDS

Fully engaged physicians resulted in 3% more outpatient referrals and 51% more inpatient referrals.²

TURN PHYSICIANS INTO PARTNERS, NOT CUSTOMERS

Engaged physicians were 26% more productive, translating to an average annual per-physician patient revenue of $460,000.³

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.¹