Engaging Physicians
In the Work and Challenges Ahead
Engage
To Occupy the Attention or Efforts of a Person
Today's Journey

- Physician Culture
- Adaptive Changes
- Engaging Physicians - A Framework
PHYSICIAN CULTURE
Left Brain*
- Logical
- Sequential
- Rational
- Analytical
- Objective
- Looks at parts

Right Brain
- Random
- Intuitive
- Holistic
- Synthesizing
- Subjective
- Looks at wholes
The Learning Culture
Competitive
Understanding Resistance
ADAPTIVE CHANGES
Adaptive Change
Changing Beliefs and Ways of Thinking
Information Technology
Standardization
Teamwork
ENGAGING PHYSICIANS
A Framework
Engaging Physicians

- Discover common purpose
- Manage the engagement
- Use "engaging" improvement methods
- Adopt an "engaging" style
Discover Common Purpose
Discover Common Purpose

- Improve patient outcomes
- Reduce hassles and wasted time
Improve Outcomes
Reduce Hassles and Wasted Time
Manage the Engagement
Manage the Engagement
Manage the Engagement

• Develop project management skills
• Identify early adopters and laggards
• Identify champion
Project Management Skills
Early Adopters

Early Majority

Late Majority

Laggards

"The Chasm"

The Adoption Process
A High Leverage Project
"Engaging" Methods
"Engaging" Methods

- Standardize what is standardizable
- Generate light not heat with data
- Make the right thing easy to try
- Make the right thing easy to do
Standardize What is Standardizable
Make the Right Thing Easy to Do
Adopt an "Engaging" Style
"Engaging" Style

- Involve physicians early
- Choose messages and messengers carefully
- Make physician involvement visible
- Build trust within each initiative
- Communicate!
Involve Physicians Early
Messages and Messengers
Make Involvement Visible
"BAD ATTITUDE? FLUSH IT & MOVE ON!"

Byrd Baggett
You can get a lot farther with a kind word and a gun than with a kind word alone.
You can get a lot farther with a kind word and some data than with a kind word alone.