



ADIRONDACK HEALTH



Physician Engagement

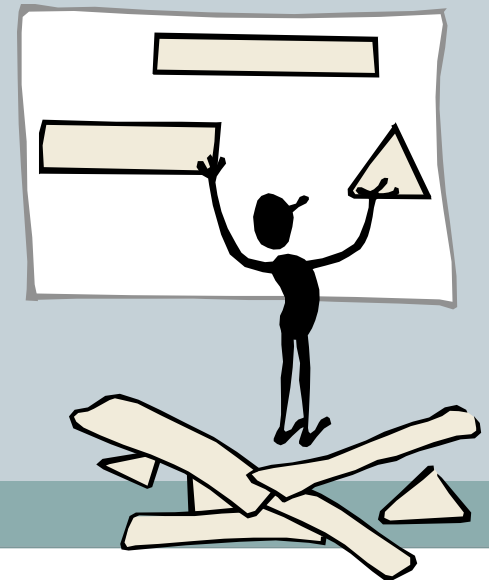
**STORMING, NORMING,
CONFORMING,
AND PERFORMING!**

PRESENTED BY
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Steps



- Sell it! Why are we doing this?
- Identify Physician leaders
- Have clear goals and correct audience
- Communicate the plan
- Consensus on behavior change and measures
- Execute
- Sustain



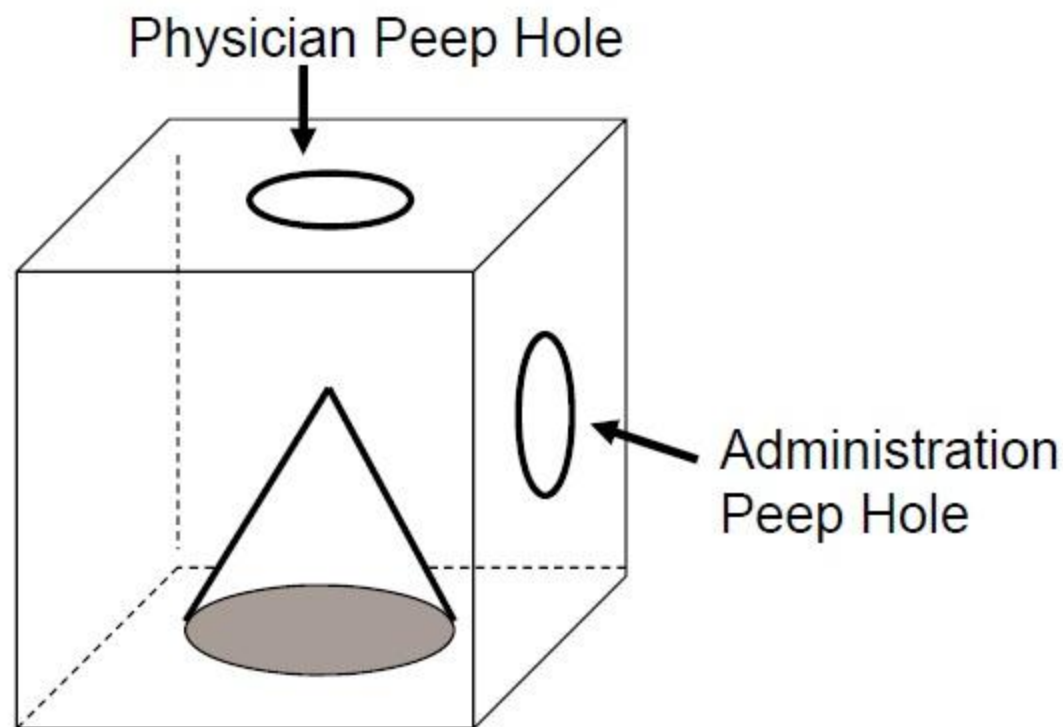
Sell It!



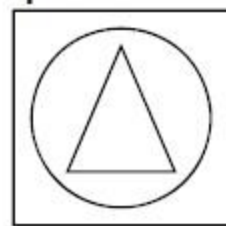
- Focus
- Clear simple measures of success
- Motivators-must find out what MD values
- Call to action



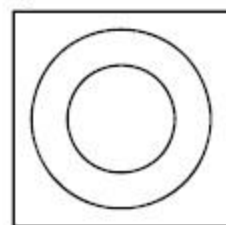
Dis-Connectivity: The Cube and The Cone



Administration
Peep Hole View



Physician
Peep Hole View



Source: Harvard Business School

Key drivers



- 1. Quality
- 2. Efficiency & Access
- 3. Communication
- 4. Recognition/ Appreciation
(don't forget Stark Laws)



Goals and Audience



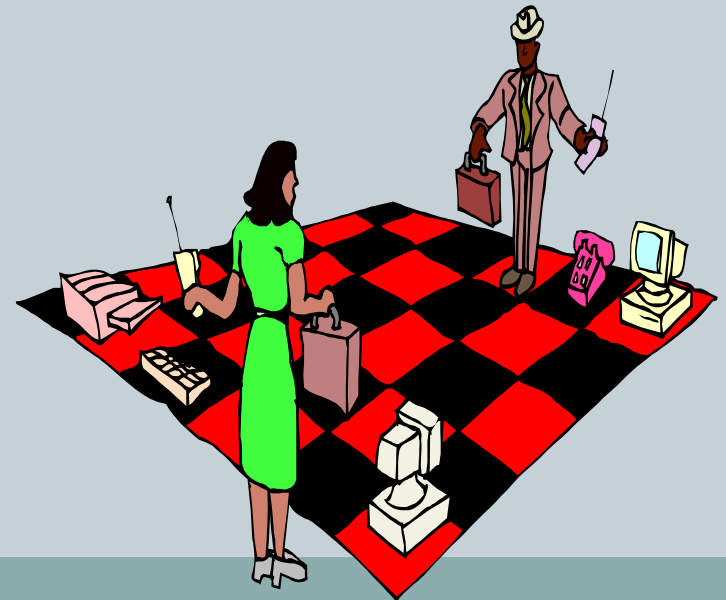
- Too many meetings vs not enough!
- Biggest struggle is fine line between too much and too little
- Too little will be seen as decision made by administration.
- Too much lose interest



Communication



- No substitute for person to person
- Use ALL forms of media to reach ALL constituents
- Tell a story
- Use evidence! (We are Scientists!)



NEW Program!



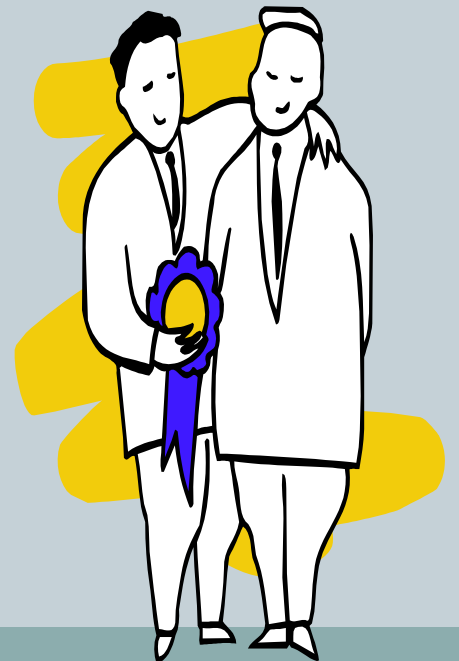
- Education
- Feedback
- Improvement
- Small wins early on initiatives **EVERYONE** agrees upon.



Sustain



- Recognition
- Awards
- Thanks you letters
- Electronic
- We do not have a robust process for this!



Medical Home



- The ultimate example of change!
- Team based care
- Systematized care
- Full use of EMR
- It takes time!
- You will lose staff.



Patient Satisfaction



- **Things a MD can do!**
 - **1. Introduce yourself to patient.**
 - **2. Acknowledge everyone in the patients room.**
 - **3. make physical contact with patient.**
 - **4. sit down**
 - **5. inform patient of plan**
 - **6. Ask, any questions?**
- Is there anything you need?**



Patient Satisfaction



- **7. Notify patient of change in plan, discharge.**
- **8. Smile**
- **9. Use words that show concern.**





Success

Failure

Our Successes



- (Margaret CNO)
 - Order set to solve SCIP –VTE difficulties
 - ✦ Creating solutions to problems for everyone's gain
 - Standardized discharge instructions
 - Resolve HFAP and TJC issues jointly.
 - Team - STEPPS Program
 - ✦ S-BAR Reporting of Patient information, gives a uniformized report to the physician, not subjective.
 - ✦ Respectful Communication
 - ✦ Briefs and Huddles- Debriefing after incidents, root cause analysis, family conferences ...

Communication

- Nursing is a part of the orientation process for new physicians. The physicians meet the CNO and both the Department Directors and the Administrative Supervisors during their orientation tour.
- Nursing has a standing reporting role in Physician Departmental meetings, also new initiatives and policies are presented at these:
 - **Medical Services**
 - **Surgical Services**
 - **Joint Staff Quarterly Meeting**



Work Collaboratively



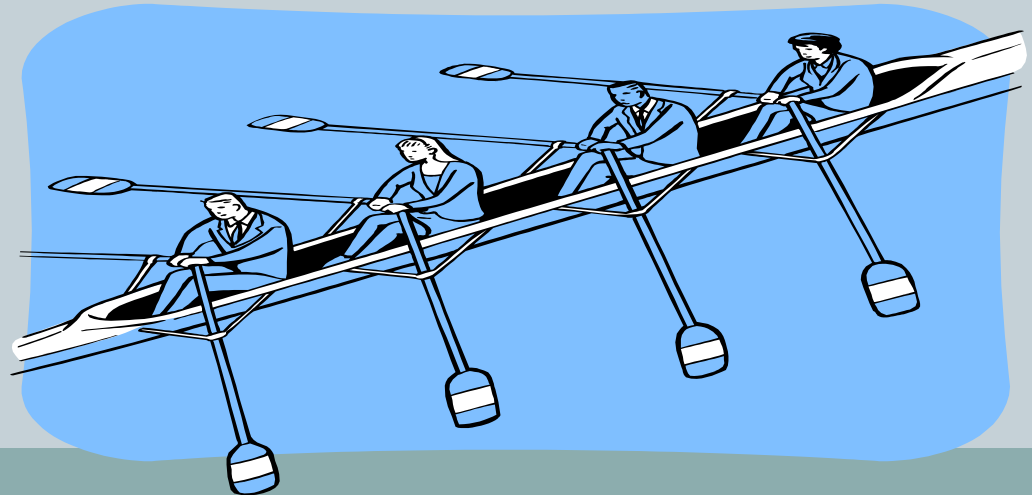
- Joint memberships (frontline staff and practicing physicians)on many clinical and operational committees:
 - Pharmacy and Therapeutics
 - Critical Care Committee
 - Clinical Resource Management
 - CPOE



Collaboration



- We work collaboratively on clinical and operational initiatives to problem solve or develop strategic plans and projects.
- We agree to disagree respectfully and we listen to each other!
- We have a regularly scheduled meeting to help progress projects and troubleshoot problems timely.



Questions?



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