

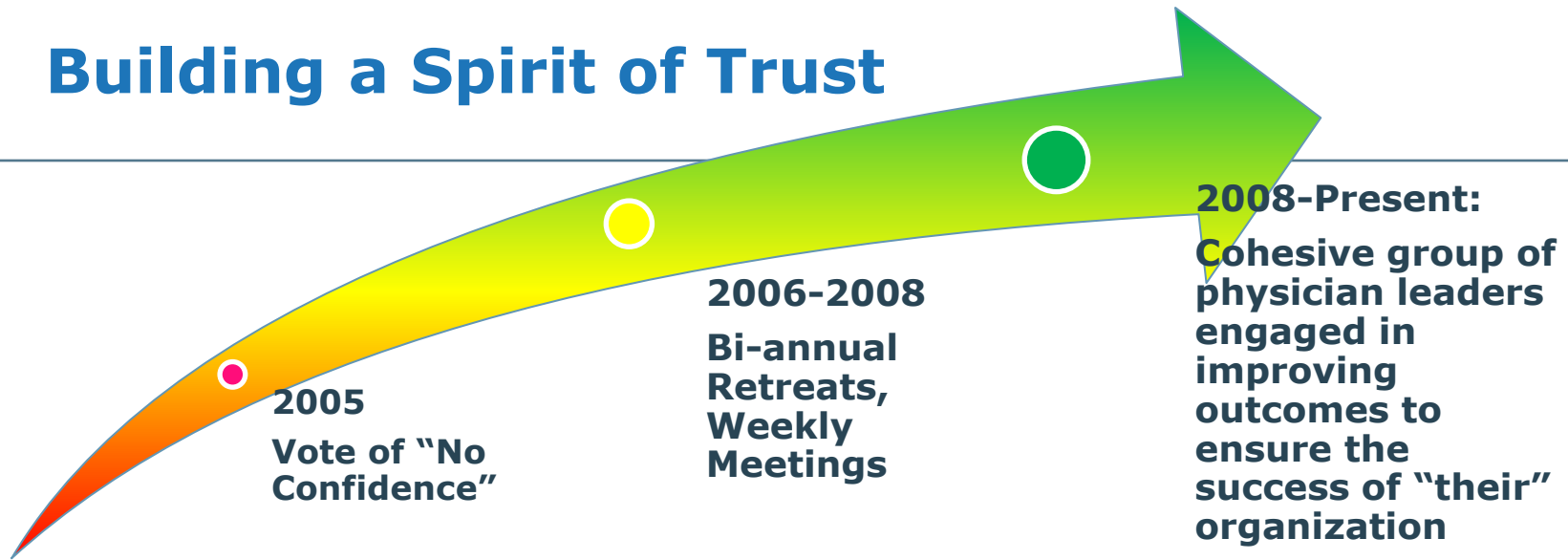
Building a Spirit of Trust/Collaboration with Physicians as Accountable Care Emerges

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Presentation Objectives

- Learn what it takes to build trust between Physicians and Administration
- Embrace what the CEO and Health System leaders *must* do to restore confidence and build a true collaboration with the Medical Staff and Community Physicians as ACO's emerge
- Understand how to utilize Leader Rounding and Communication

Building a Spirit of Trust



Physician Survey Results (PG % rank)	2005		2006	2007	2008	2009	2010
Likelihood of recommending to friends/family	23%	x2	50%	67%	89%	84%	85%
Overall satisfaction with facility	27%		59%	70%	93%	93%	91%
Confidence in Hospital Administration	14%		33%	66%	93%	91%	91%
Responsiveness of Administration	25%		51%	80%	95%	97%	92%
Communication with Administration	21%		49%	70%	92%	89%	89%

How do you restore trust and begin to collaborate?

- Culture eats Strategy for Lunch
- Build Relationships – face time is key
- 1 and 5 Assignment
- Listen to the Physicians and follow up
- Stop Light Report or a WWW
- 1:1 Visits the Physicians at his/her desk
- ACO Clinical Integration – Connect the Doc's!
- Breakfast – Lunch – Dinner ~ 3 Questions???

CEO and System Collaboration with the Physicians – Restoring Confidence*

- Weekly senior medical staff leadership lunch meeting with the CEO MD's desk
- Surrender all unilateral decision making – make decision with the Physicians
- Transparency from the onset of any ACO planning or discussions.
- Articulate a “Crystal Clear” Vision*
- WWW Report Card Agenda for follow up on issues **GREEN**, **RED** or **YELLOW**

Leader Rounding/Communication Physician Reward and Recognition

- It's good to be seen and it's good to see YOU. 'Safety Vest' ROUNDING
- Consistent ACO Communications to both medical staff/group and community MD's
- Managing up Physicians to the Board, Community, Staff and Patients
- Bi-Annual Medical Staff Retreats and Quarterly Meetings with HPB MD's
- Physician driven – Physician led

Premier Quality Award 2010 – Top 1%



It takes a committed team to make it happen!



WHAT'S *Right* IN HEALTH CARESM

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Thank You!

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