

PHYSICIAN ENGAGEMENT

A Jackson Healthcare Physician Engagement Survey in Spring 2016 found large gaps between the degree to which physicians are engaged and the degree to which hospital administrators believe physicians are engaged.

Source: Jackson Healthcare Physician Engagement Survey, Spring, 2016

Gaps: Physician Engagement actual level and executive perception

Physicians
Executives



3 in 5 physicians

who are employed are not engaged.

Source: Advisory Board Company 2014 Medical Staff Engagement Benchmark Report

Cultural Differences



Source: Physician Engagement in CCC [Community-Based Care Continuum] Stratus Health and KHA Research 2014



In order to achieve a state of active engagement...

Physicians

are willing to make decisions in the best interest of the system without a tunneled focus on their individual practice.



In order to achieve a state of active engagement...

Hospital Systems

actively seek to optimize the physician experience, even if cultural and organization structures must be modified.

Source: Steve Corso, Managing Director, MSIGHT Physician Engagement

Creating system-wide physician alignment is one of the **most challenging initiatives** for hospital executives, and one of the **most crucial to success** on a wide range of cost, quality and experience initiatives.

Source: Health Care Advisory Board

51%
more inpatient referrals

were given to the hospital from fully engaged physicians

were given to the hospital from fully engaged physicians

3%
more outpatient referrals

Source: Gallup Study on physician engagement quoted in What Too Many Hospitals Are Overlooking



Five Key drivers for Physician Engagement

- 1 Alignment of executive team actions and clinicians goals
- 2 Open/responsiveness of organization to physician input
- 3 Interest of physician in leadership opportunities
- 4 Autonomy of physician in managing individual practice
- 5 Support of organization in the economic growth and success of the physician's individual practice

Source: Bill Heduc, June 25, 2015, Advisory Board Company, The 12 Statements that Define Your Physicians' Engagement

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