



November 13th, 2018

Agenda

- Didactic: *Getting Physician Buy-in*
- Case Discussions
- Open Discussion

Quick Quote

“The best way to predict the future is to create it”

Peter Drucker



What is Buy-in?

- To believe in and support an idea, concept, or system
- To agree with; to accept an idea as worthwhile
- *Change management*



Influences That Impact Physician Decision Making

- 80% of physicians feel that they have "little influence on the direction of healthcare"
- Half of all medical information is replaced every 5 years
- New information/data/interventions
- Loss of autonomy
- Habits
- Skepticism (and sometimes fear)



What Do Physicians Want?

- Autonomy
- Mastery
- Efficiency
- Good outcomes



What Influences Physician Behavior?

- Data (usually)
- Ease of use
- Peers (esp. influential ones)
- Outcomes

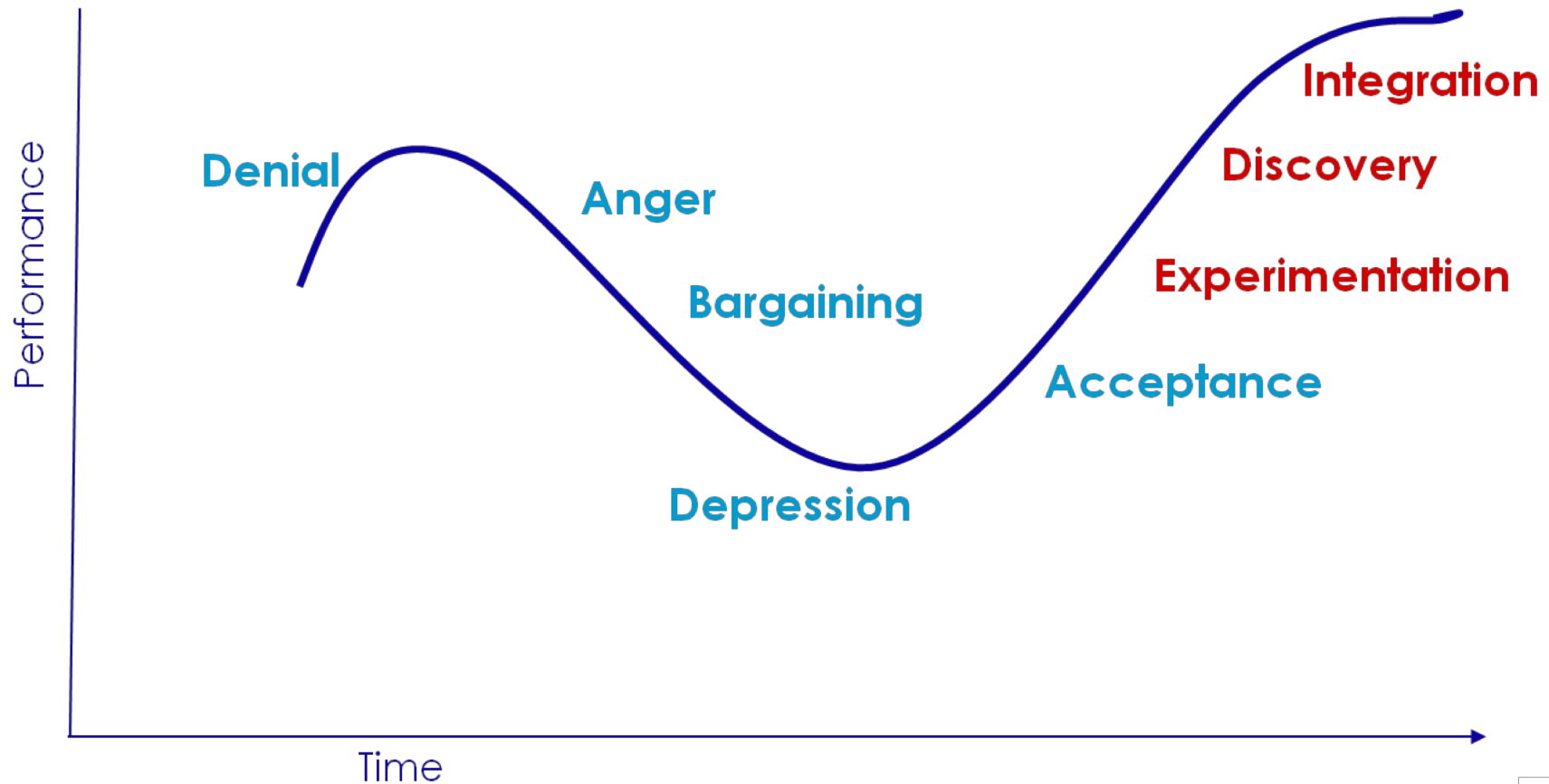


The Heart and the Head

1. Communicate the change as conversation
 - Quantity
 - Quality
 - Relation
 - Manner
2. Address the emotions in the room



Getting to Change



The Heart and the Head

3. Repeat, repeat, repeat
4. Vary the medium of communication
5. Use metaphors, analogies, examples and stories
6. Develop an elevator pitch
 - Here's what our change initiative is about ...
 - It's important to do because ...
 - Here's what success will look like, especially for you ...
 - Here's what we need from you ...

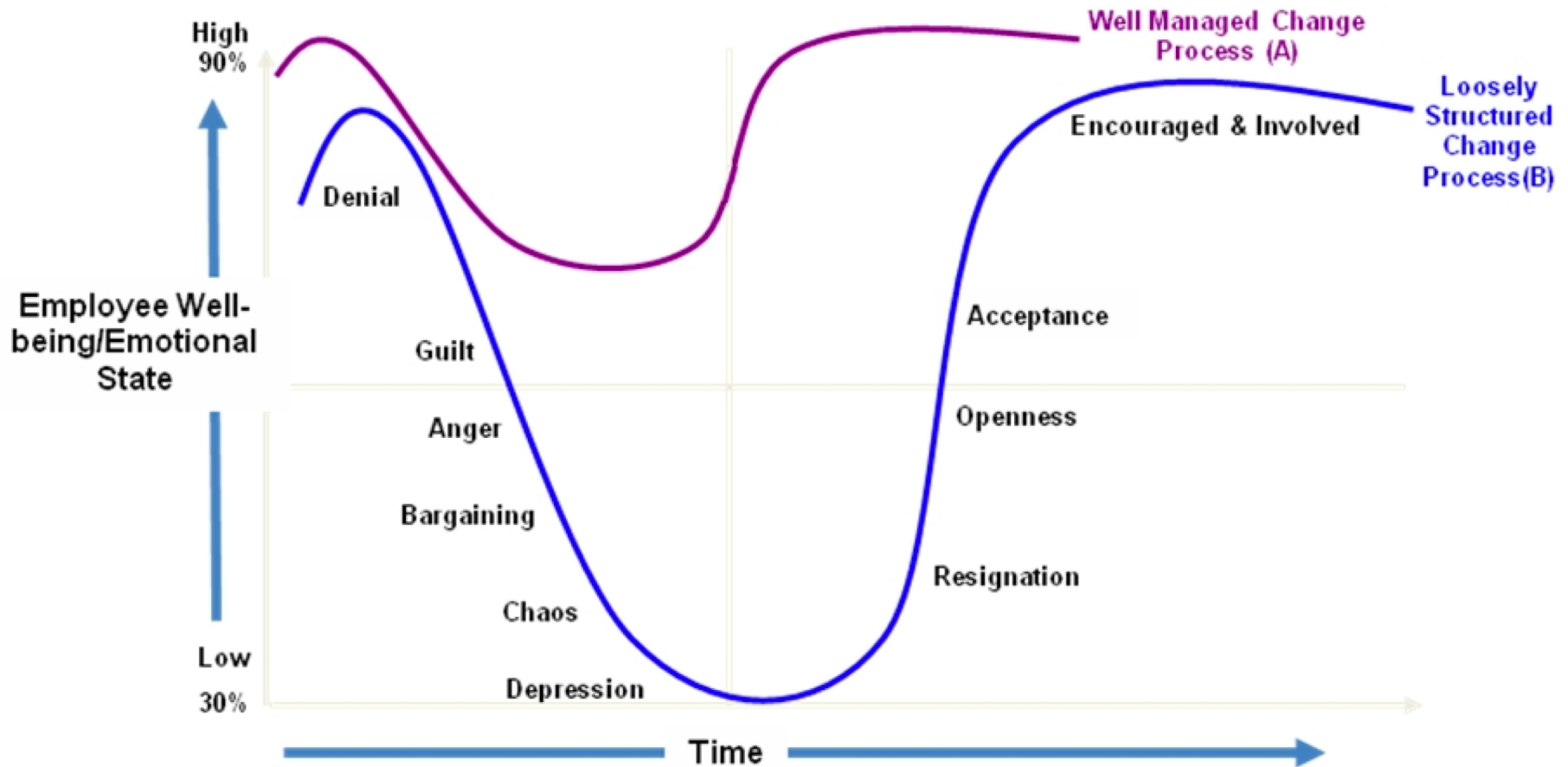


The Heart and the Head

- 7. Be transparent
- 8. Walk the talk
- 9. Know who to shut out*
- 10. Celebrate successes
- 11. Physician involvement in governance



Getting to Change



Change management

