



# PHYSICIAN ENGAGEMENT FORMULA

**How can you get your doctors actively engaged and participating – without having to beg or threaten – and finally become the trusted leader you've always wanted to be?**

**Dear CMO/Medical Director,**

There is an epidemic among your doctors that is destroying the quality of care and patient satisfaction in your organization right now. It actively blocks the physicians ability to trust and follow your leadership no matter how hard you work to bring them to the table.

**Are any of these true for you:**

- Does it feel like a never ending struggle to get doctors to do the leadership work it takes to stay competitive and keep the business profitable?
- Are you frustrated at the lack of respect and trust you get from the physicians you represent?
- Do you feel like you are fighting for the doctors in the Board Room, but they don't notice or care and won't pitch in to help out?
- Have you seen good doctors become disruptive, causing conflicts and losing patients - when their concerns were valid?
- Do you wonder what will happen to your doctors and your position if something doesn't change soon?

## **The Invisible Epidemic**

If you answered yes to any of the question, your doctors have untreated symptoms of Physician Burnout. The modern burnout epidemic is so common your doctors are conditioned to believe it is 'normal'. It is not. Burned out doctors lack the understanding of basic stress management, leadership skills and business principles and are unable to fully contribute to your organization. And burnout averages 1 in 3 doctors on any given day.<sup>1</sup>

Here is the good news. Most physicians desperately want to participate in improving the organization, however they don't know how to lead or follow or take care of their own self care needs. All of these things end up in up becoming your responsibility when they shouldn't be.

[CLICK HERE to schedule your FREE 30 minute consultation](#)  
to see how to lower stress in your workplace  
and get your doctors to step up to their  
rightful place at the leadership table





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## Stop Pushing Rope

There are research proven, effective solutions that will address burnout and create immediate physician engagement for your doctors. Traditional “Leadership Development” courses take too long to implement, worsen the basic trust issues and never get to the root of the problem. Leading your doctors will always be a struggle until you build engagement by addressing burnout and the doctor’s missing skill sets.

## The Physician Engagement Formula

### Two Simple Steps to Culture Change

#### **Step 1) Recognize and address the gaping hole in the education of every member of your staff.**

None of them were ever taught about stress management, life balance or burnout prevention at any time in their training. You must fill that hole. Provide quality education on stress and burnout to include:

- The difference between stress and burnout
- Gender differences in burnout symptoms
- Burnout prevalence, effects and complications
- Burnout pathophysiology and causes
- Training on effective prevention techniques

This brings burnout out of the closet in your organization and gives your people the tools to be more resilient.

#### **Step 2) Survey for and help them address their specific stressors**

It is vital to establish and maintain a communication loop with your people around how things are going. Use free survey tools (such as Google Drive Forms) to ask your staff what is stressing them most. Feed that information back to them so they know you are listening. Then empower the physicians to work projects focused on lowering their stress levels in these specific areas. Support them in addressing their own biggest practice stressors.

### Watch the Culture Change

When you do steps 1 & 2 above, a third thing happens organically. Your culture begins to change.

- Burnout is acknowledged. Your organization addresses its constant risk head on.
- You are asking about stress and working to address the biggest issues

You create a culture of caring almost automatically.





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**This simple, easily deployed system is designed to**

- ▶ Quickly identify and address the three most important ways to lower the doctors stress. We use a simple survey process to get them working with you for the common good right away.
- ▶ Plug the gaps in their medical education with simple, easily implemented tools to lower stress and prevent burnout. These mini trainings immediately lower stress and improve the work experience and quality of care for the entire clinical team.
- ▶ Stop constantly putting out fires and put doctors in charge of addressing continuous quality improvement.
- ▶ Create a “ladder of trust” that has your physicians willingly follow you even if they never have before.
- ▶ The entire process builds caring, participation and engagement into the culture of your organization. You will see resistance to innovation and change drop as trust levels rise and the silos between administration and the clinical staff weaken and fall away.

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If you want to get your doctors engaged and participating without all the stress and struggle and finally make the difference you hoped when you stepped into this leadership position, please connect with me to set up a FREE 30 minute consult to see how your organization would benefit for the power and simplicity of the Physician Engagement Formula.

**I hope to share this innovative program with you soon,**



***Dike***

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to see how to lower stress and energize your doctors with  
the Physician Engagement Formula

1) Enhancing Meaning in Work: A Prescription for Preventing Physician Burnout and Promoting Patient-Centered Care  
Shanafelt T, JAMA. 2009 Sep 23;302(12):1338-40.