

# CLINICAL LEADERSHIP PREPAREDNESS PROGRAM

**Communication...**  
**The Rocket, the Reuben**  
**and the Rubberband**



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# Learning Objectives



## Participants will understand:

- How to calibrate committee interactions
- How to evaluate current strategies (S.W.I.M.)
- How to encourage healthy feedback and conversation
- How to promote and implement your ideas and solutions

## Clinical Leadership Preparedness Program

# Building Blocks

*Physician Education and Go-LIVE Preparation*

*eCQI Workshop*

*Clinical Content Introduction*

*EHR Enabled Clinical Quality Improvement*

*Clinical Decision Support*

*Clinical Scenarios*

*Comparative Workflow*

*Workflow Analysis*

*Communication Strategies*

*Project Management*

*Physician Champions, Other Physician Roles and EHR Implementation*

*Intro to MEDITECH 6.1 EHR and Physician Advisor*





Communication in  
**EHR Implementations**

# Communicate between Committees

## Standing Executive Committees

- Understand current pathways and relationships
- Foster accurate and timely project updates
- Bridge executive, staff, and project teams
- Organize physician questions and concerns



# Communicate across Leadership

## Regular Working Committees

- Coordinate across project subcommittees to align policies and procedures
- Ensure project work is on-task and focused on content completion
- Advocate for medical staff concerns and ideas
- Inform stakeholders of the impact on workflow

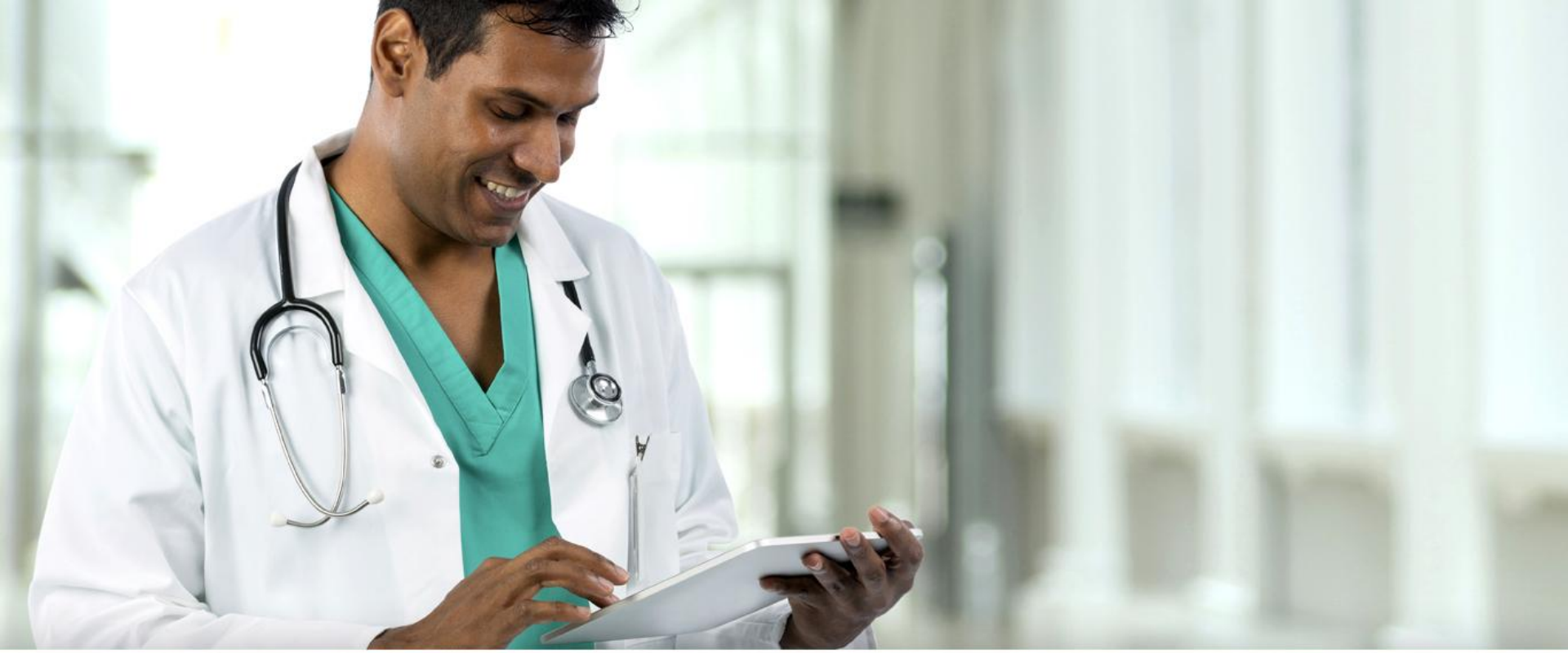


# Communicate among Medical Staff

## General Medical Staff



- Provide constructive feedback to project teams
- Review suggestions and concerns and ensure constructive feedback returns to the medical staff
- Amplify encouragement and engagement
- Audit channels of communication routinely



Assess

**Current Communication**



# Current Communication Strategies

- Start with your communications personnel
- Determine current physician preferences
  - Enlist office managers and mid-level providers
  - Physician communication surveys
  - Rank your current methods
- Evaluate how all services can contribute
- Gather and inventory all current modalities



# Evaluation of Communication

**Scale**

**What**

**Impact**

**Meaningful**

# Modalities

- Emails
- Newsletters
- Flyers
- Posters
- Signage
- Meetings
- *Collaborative Software*
- *Messaging/Social Media*
- *Synchronous/Asynchronous Video*

Scale	What
Impact	Meaningful

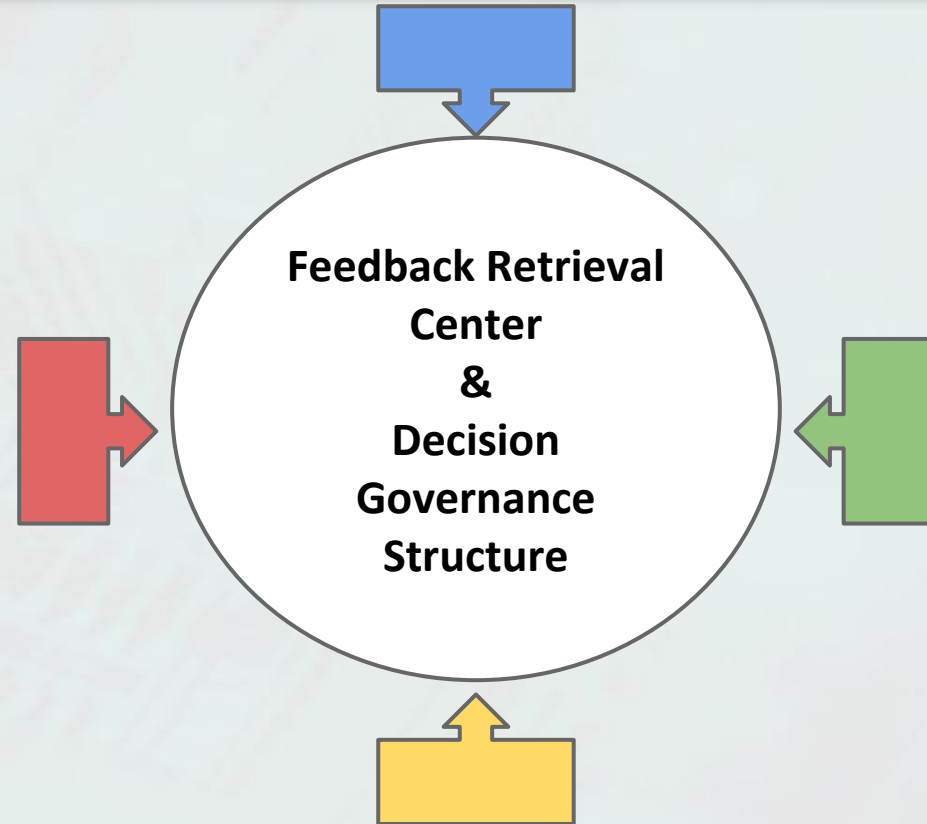


# Feedback Strategies

# Healthy Feedback Strategies

The **Rocket**,  
the **Reuben**,  
and the **Rubberband**...

# Finding Common Ground



# Healthy Feedback Strategies

## Conflict Resolution

### Conflict & Resolution

Agree on the AEIOUs

Acknowledge

Expand/Educate

Integrate/Introspect

Overcome/Open-mind

Understand

# Healthy Feedback Strategies

Find the teachable moment...6Es

<b>Engage</b>	Explore
Explain	Evaluate
Extend	Enlist

Discuss the 'Cs' and 'Es'



# Developing a **Feedback** Plan

- Report
- Track
- Loop
- Repeat



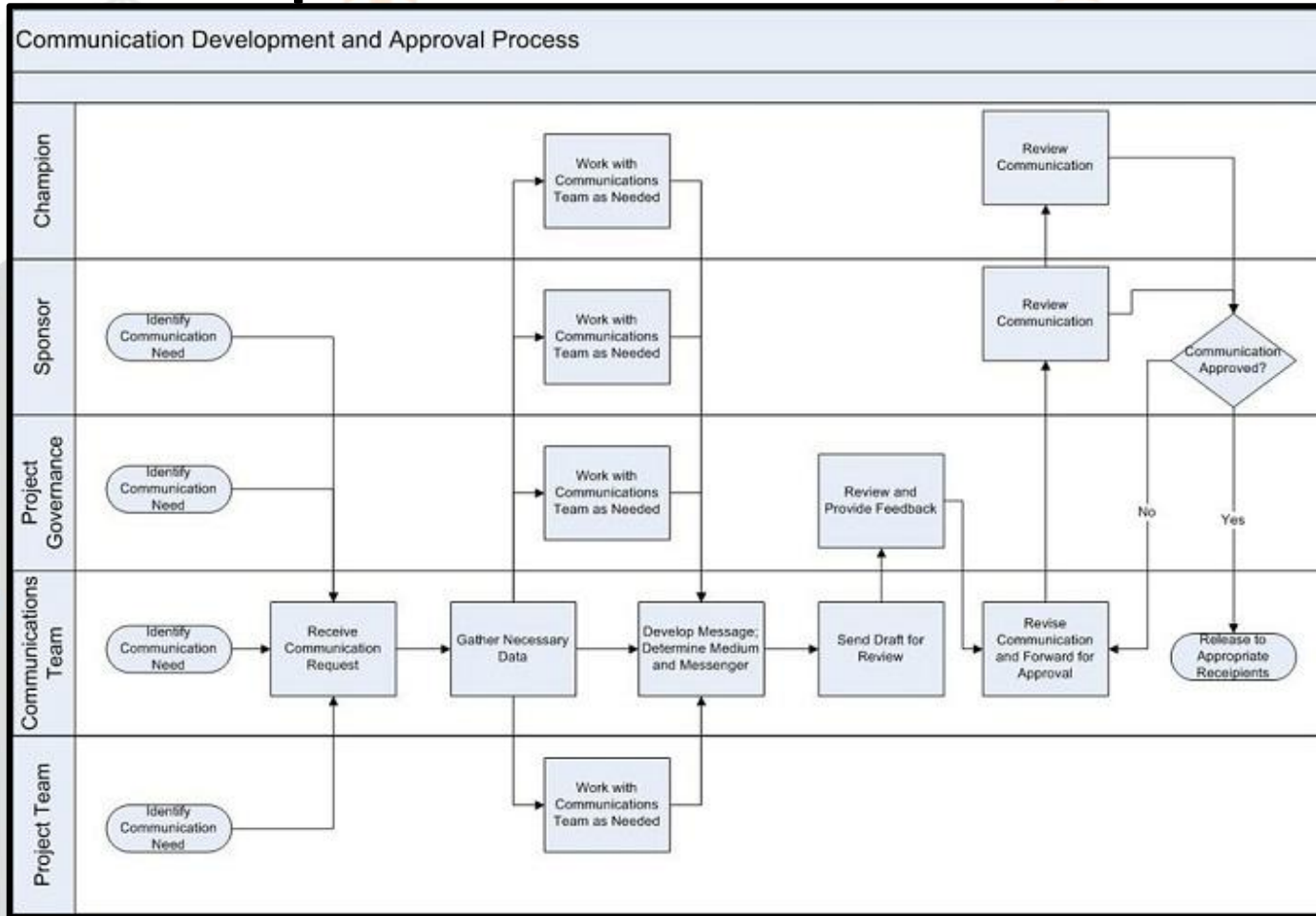


# Communication Plan & Governance Structure

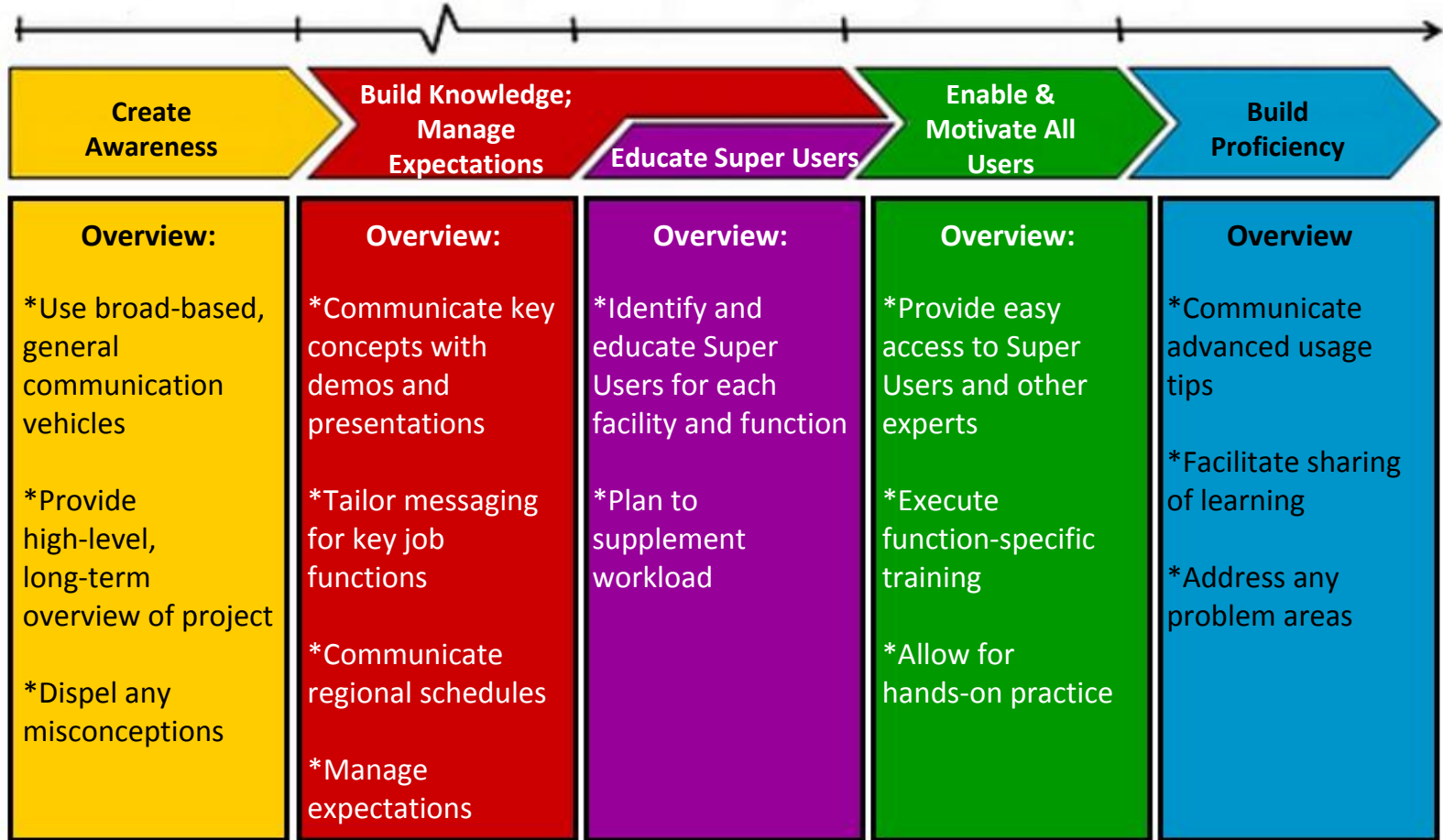
# Developing a Communication Plan



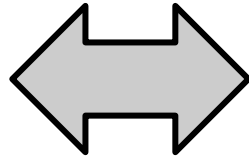
# Sample Communication Workflow



# Sample Communication Workflow



# Develop YOUR Message



# Create YOUR Brand

- “Brand” the project - create recognition
- Incorporate goals into the marketing plan
- Host a kickoff event
- Include your ‘community’





Engage

**The Community**



# Face-to-Face Time

- Examine changes to EHR
- Identify benefits & mature expectations
- Demonstrations, Brainstorming, Success stories
- Contests, Open Houses, Townhalls, Meetings
- Patients, Foundations, Government agencies

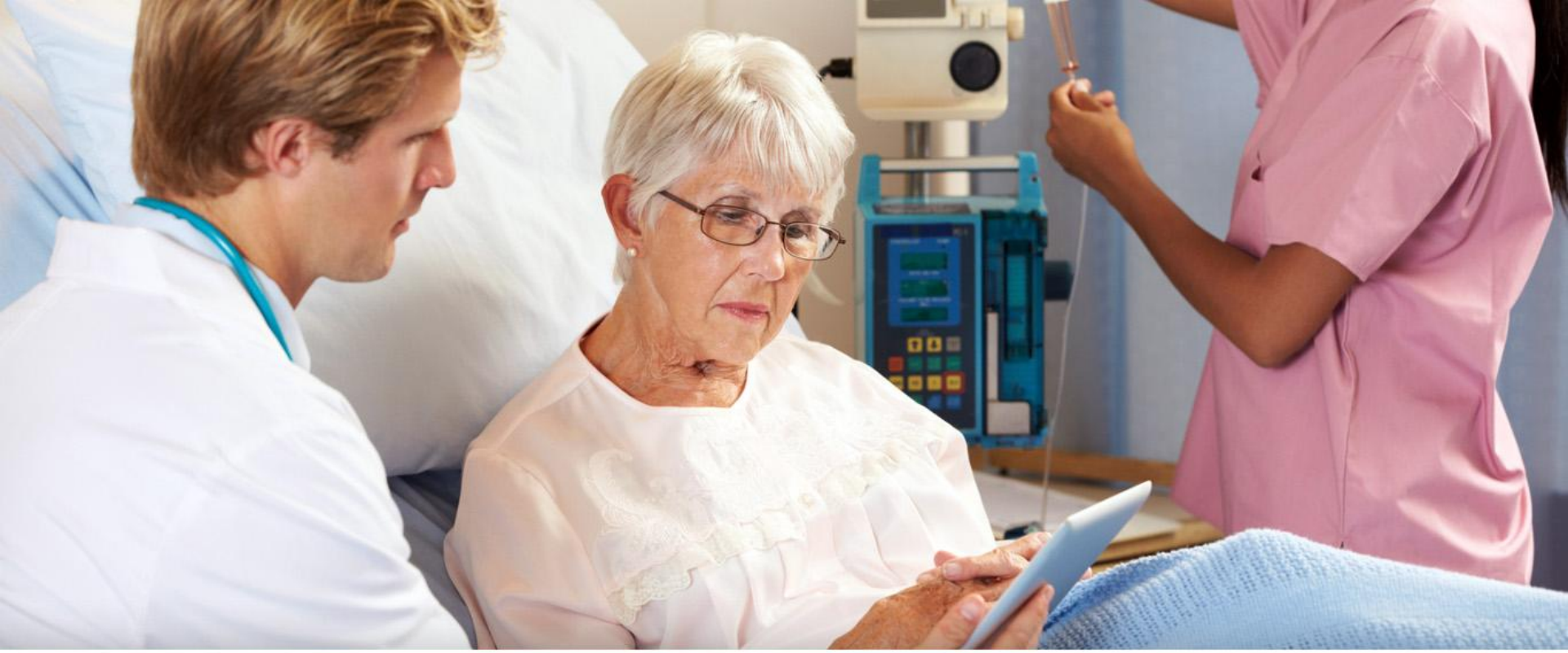


Scale	What
Impact	Meaningful

# Get the word out!



Scale	What
Impact	Meaningful



# Communication Strategies

# Milestones

# Communication Strategies Milestones

- Define & document organizational communication methods & management
- Define feedback mechanism
- Determine branding and messaging strategy
- Align with project marketing campaign and organizational values
- Plan future state for ongoing communications



# Advanced Clinical Resources

- [Marketing and Communications](#)
- [Marketing and Promotional Strategies](#)
- [Sample Communication Plan](#)
- [CMS, DOQ-IT University Communication Plan](#)
- [Crossing the Communication Chasm - The Advisory Board Company](#)



**Thank You!**