The HCAHPS Breakthrough Series™ Webinars

Tools

Active Physician Engagement Checklist

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Custom Learning Systems

Active Physician Engagement Plan

☐ 1. **CMO Champion**
Challenge your CMO/Chief of Staff to be your HCAHPS/patient experience champion.

☐ 2. **Physician Satisfaction Survey**
- Conduct an annual Physician Satisfaction Survey and appoint a Performance Improvement Team to initiate action for change, based on the findings.
- For smaller hospitals replace the survey with a live CEO 30 minute interview

☐ 3. **Physician Advisor to the Service Excellence/Patient Experience Council**
Ask your CMO/Chief of Staff to appoint an active Physician to advise these groups

☐ 4. **Physician HCAHPS Patient Experience Goal-Setting**
Request your CMO/Chief of Staff adopt a consultative process with Medical Executive, for the setting of an annual physician/patient satisfaction score *(a minimum threshold goal)* that is ratified at a quarterly medical meeting

☐ 5. **Comparative Ranking of Physician/Patient Satisfaction Scores**
With the support of your CMO/Chief of Staff, institute quarterly reporting of HCAHPS Physician/Patient Satisfaction Scores *(by department)*.
- Mail the reports to the Physician/Provider's home
- Replicate the same process for your Emergency Department Docs, as well as Clinics
- Appoint a Physician coach, to provide helpful advice to those struggling with poor scores

☐ 6. **Physician HCAHPS Education**
- CEO, request your CMO/Chief of Staff schedule a live 2 hour physician leadership briefing at a mandatory quarterly medical meeting that is CME pre-approved
- Invite those unable to attend to take the one-hour CLS, HBS™ Webinar: Skillful Physician Communication™.

☐ 7. **Hospitalist HCAHPS Certification Course**
Administration to request your Hospitalist Group leader schedule a Hospitalist/Physician HCAHPS Certification Training Course.

☐ 8. **Physician Office Staff Training**
- Be sure to schedule a three hour Service Excellence/Patient Experience HCAHPS Workshop for Physician Office Staff at a luncheon or evening dinner meeting

☐ 9. **Physician Good Citizenship Policy**
In the event of disruptive physician behavior that goes unchallenged, initiate a discussion with Medical Executive about the necessity to amend/update or introduce a Physician Good Citizenship Policy to current Medical Staff By-laws.
Failure to do this guarantees the disruptive behavior will continue, putting staff at risk.

☐ 10. **Pay for Performance** *(Option)*
Administration to consider the merits of revising its Physician/Provider Group contracts to incorporate pay for performance financial incentives to improve the patient experience.

☐ 11. **Skillful Physician Communication Webinar DO IT Plan** *(HBS #5)*
Be sure to incorporate recommendations from the Team DO IT Plan from the Skillful Physician Communication Webinar

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