



HEALTHTRUST®

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Keys to Successful Collaboration Between Physicians & Supply Chain

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Speaker Disclosures

- The presenters have no real or perceived conflicts of interest related to this presentation.
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| Learning Objectives

Keys to Successful Collaboration Between Physicians & Supply Chain

1. Identify lessons learned and relevant steps to improve collaboration between supply chain and physicians.
2. Outline data that is important to provide to physicians when evaluating a product.
3. Recall how to effectively present data to physicians.

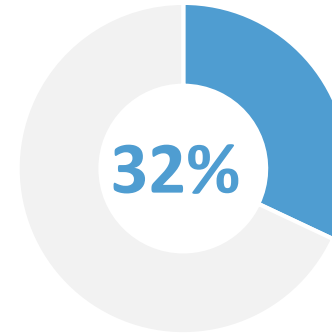
Current State of Physician Engagement

Physician engagement is vital to a hospital's success.

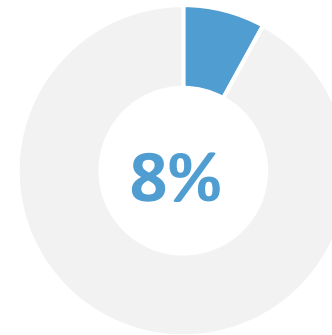
Kamins, 2015

20%
of physicians
qualify as engaged*

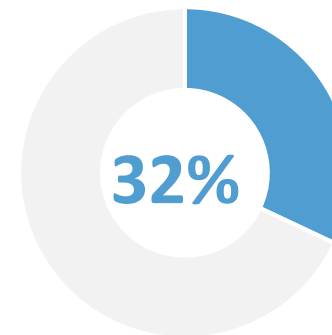
** based on a 2016 National survey*



engagement for **physician-led** organizations



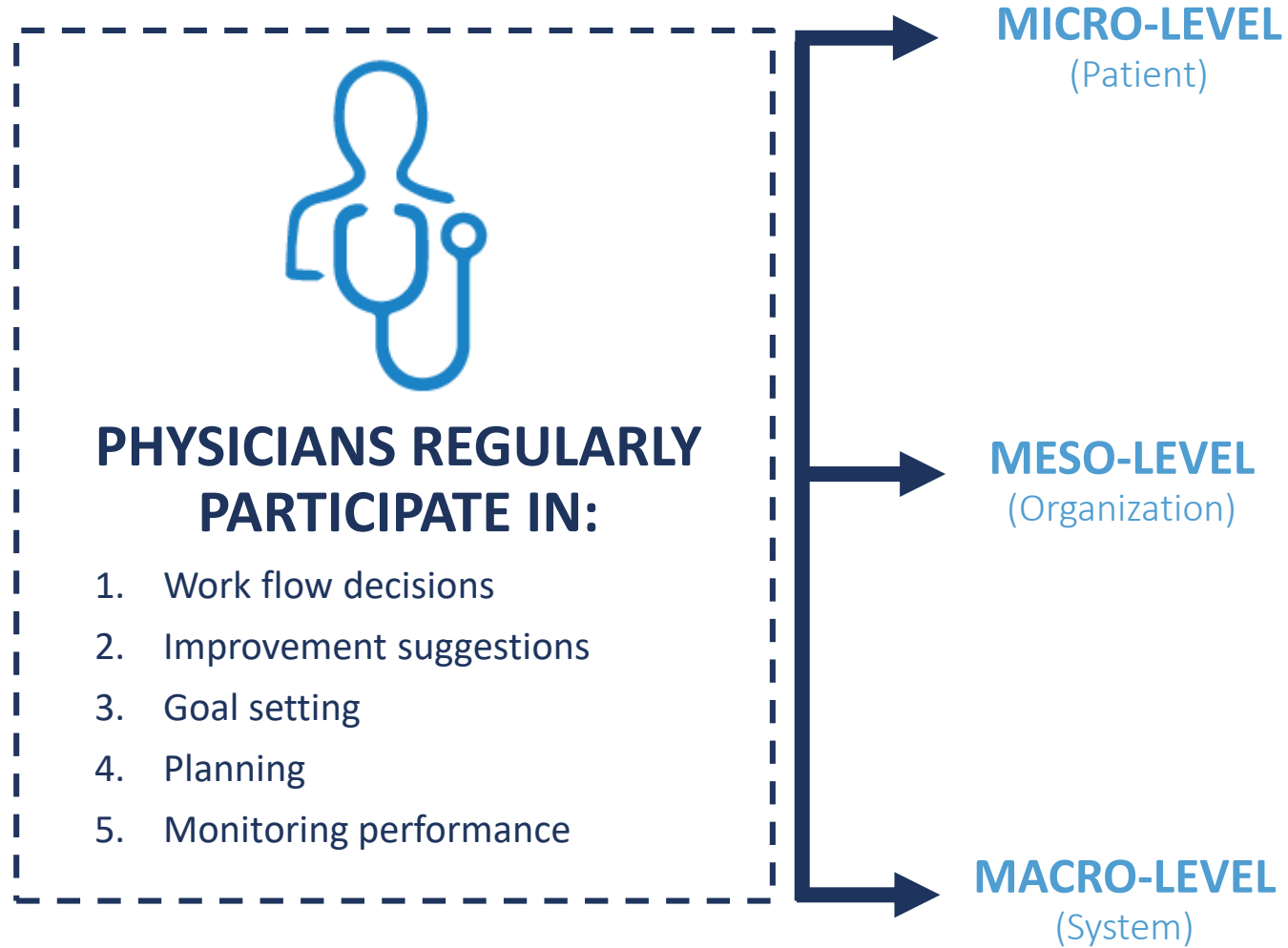
engagement for **non-physician-led** organizations



engagement for **physician-owned** medical groups

Physician Engagement

What is it?



Source: Perreira TA, Perrier L, Prokopy M, Neves-Mera L, Persaud DD. 2019.

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What Impacts Engagement?

Organizational Culture

Values/behaviors that contribute to the unique social and psychological environment of an organization:



Evident in:

1. How business is conducted
2. Level of freedom in decision-making, innovation
3. Flow of power and information
4. Commitment of employees to collective objectives

Source: Perreira TA, Perrier L, Prokopy M, Neves-Mera L, Persaud DD. 2019.

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What Impacts Engagement?

Physician Culture

Accountability

Expectations present for:

- Patient outcomes
- Service utilization
- Cost of care
- System performance
- Clinical improvement projects
- Involvement in leadership roles

Communication

Communication that occurs:

- Between physicians and administration
- Amongst physicians

And includes:

- Transparency and feedback

Incentives/Opportunity

Presence or Absence of:

- Participation in decision-making
- Offering improvement suggestions
- Opportunity for education, training, support
- Protected time
- Status, pride, competitiveness

Interpersonal Skills

Presence or Absence of:

- Trust and respect
- Aligned goals and values
- Strategic partnerships
- Team building and teamwork

Physician Engagement

Keys to Success

Goal Alignment

Choose goals that all members of the team believe in.



Transparency

Be open and transparent around sensitive topics, including outcomes and cost data.

Voice

Give physicians meaningful voice in decision-making processes.
Respect physician input and honor the decisions they help to make.

Panelists:



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References

1. Athena Health. National survey reveals only 20 percent of physicians qualify as engaged. July 12, 2016. <https://www.globenewswire.com/news-release/2016/07/12/855307/0/en/National-Survey-Reveals-Only-20-Percent-of-Physicians-Qualify-as-Engaged.html?print=1>
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...Thank you...

- HealthTrust – **Vicki Alberto**
- Scripps Health Corporation – **James D. Bruffey, M.D.**
- HealthTrust – **Ann LaFemina**
- HCA Healthcare – **V. Sreenath (Seenu) Reddy, MD, MBA, FACS**
- HealthTrust – **Todd Devree**