



Physicians in Value Analysis: Partnerships to Address PPI

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Disclosures



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Learning Objectives



At the end of this session, participants should be able to:

1. Recall best practices & barriers to physician engagement.
2. Identify strategies for partnering with hospital executives to drive change.
3. Recognize case study examples of the impact of physician leadership on physician preference initiatives.

What is Value Analysis?



Leverage:

- *Patient Outcomes*
- *Evidence*
- *Product Information*
- *Financial Analysis*

“A highly functioning Value Analysis Team involves clinicians & facility leadership to follow a formal process for evaluating products, new technology & services that will provide safe, effective & compassionate patient care.”

Source: “Successfully Engaging Physicians in Value Analysis,” *The Source*. <https://healthtrustpg.com/thesource/cqo/value-analysis/successfully-engaging-physicians-in-value-analysis/>

Patient-centered Team



“The future of supply chain will be driven by clinical decisions as much as financial ones.”

*- Dr. John Young,
HealthTrust CMO*



Source: HealthTrust Value Analysis Guide. <https://hpginsights.com/>. Accessed 6/11/2024.



PHYSICIAN ENGAGEMENT

Best Practices & Barriers



Physician Engagement Best Practices



Strategic Relationships

Multiple areas of practice, formal & informal physician influence, building trust



Physician Leaders

Change agents, influencers, value analysis involvement



Collaboration

Physician, administrative & supply chain partnerships



Communication & Expectations

Develop concise communication plan, expectations & feedback loop

Source: HealthTrust Value Analysis Guide. <https://hpginsights.com/>. Accessed 6/12/2024.

7 | **CE Credit Deadline: 09/30/24**

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Barriers to Engagement





PARTNERING FOR SUCCESS

Driving Change



Partnering for Success



Leadership

- Leverage administrative & physician partnerships
- Strategize PPI opportunities/build action plan
- Clinical contract strategy development

Physician Integration

- Build multi-specialty physician advisory committees
- Assist supply chain senior leaders to identify cost-saving opportunities
- Patient safety, quality improvement projects

Staying Engaged

- Communicating progress & outcomes
- Share success, address barriers & encourage feedback
- Understand physician goals (motivation)



PHYSICIAN LEADERSHIP



Leadership to Drive Initiatives



Franciscan Alliance

Partner for Strategic Initiatives



Product Standardization & Conversion

St. Luke's Health System

Engagement with Executives



Transparency & Collaboration

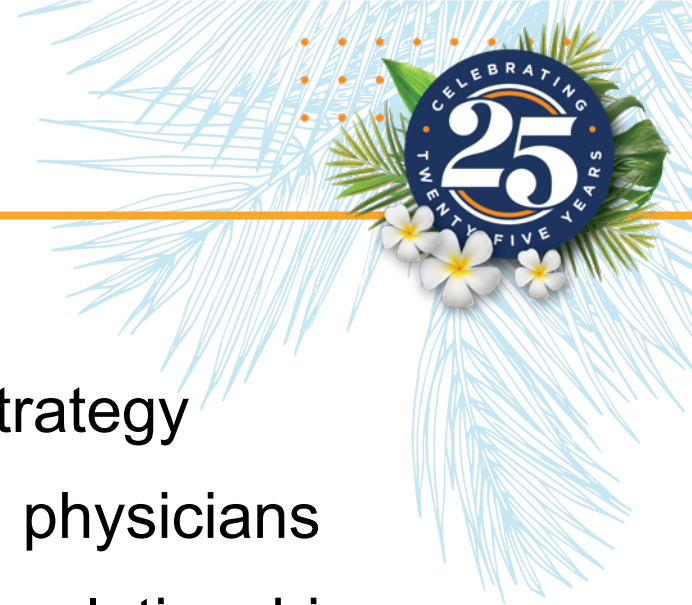
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Leadership for Patient Impact



Prioritizing Patient Safety

Key Take-aways



*Leverage
HealthTrust's value
analysis, conversion &
category tools in the
Knowledge Library*



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- Lead with a patient-focused strategy
- Strategic relationships among physicians
- Physician leaders & executive relationships
- Communication, communication, communication



Thank You

