



Highlights and Action Points from Our Recent "Physician Engagement Relations Today - A Model for Growth" Webinar

Today's physicians are under mounting time and financial constraints. When consistently and effectively communicated, your StrokeSense program represents a strategic way for your organization to engage and build brand loyalty with local physicians. If you were not able to join us for the last webinar with Kriss Barlow, RN/MBA, Principal for Barlow/McCarthy, following are some things to keep in mind to more effectively engage physicians with your program:

- ◆ Doctors are inundated with reps making sales pitches. To get their attention you must position your program as something of value to them. Clearly identify and communicate the "WIIFM" ("What's in it for me?") factor for them.
- ◆ Personal visits and presentations (in the right combination) are the most powerful way to engage doctors. You can use the physician tools in Chapter 5 to create or update a "Physician Tool Kit." A portion of personal visits can be utilized to update materials, add new educational pieces and, most importantly, find out more about what their needs are in regard to providing timely information to female patients and building referrals.
- ◆ You must earn your success over and over again (one-shot approach is guaranteed to fail). Consistent communication about your program's goals, tactics, benefits and results is key!
- ◆ Because your participating and/or targeted physicians are spending less time in the hospital, you must find alternate ways to get them meaningfully involved, for example, set up a task force, create an action-oriented plan and follow through.
- ◆ Leverage your physician champion to carry your message to other doctors.
- ◆ Instead of trying to implement every possible physician engagement idea, focus on implementing realistic tactics and then over deliver.
- ◆ Formalize your engagement strategies and always prepare before making the visit.

Creative Ways to Be First on the Block with Your Physicians

Your StrokeSense program provides you with unique strategies and tools to inform, engage, and strengthen relationships with physicians. Following are some creative ways to be first on the block with your physicians:

- ◆ **Share your quality outcomes.** Doctors like this information. Chapter 5 of the toolkit has a letter template for communicating your StrokeSense outcomes with physicians. If you have not recently used this, or have new outcomes to report, consider sending this letter to your targeted physicians. Remember, keep it simple. You don't need to report clinical quality outcomes; just those that you think are most relevant to your targeted physicians. While the letter template focuses specifically on outcomes related to your StrokeSense program, with simple modifications you can also use the letter to report clinical quality outcomes. Contact your strategy consultant if you would like assistance in modifying the letter as part of an initiative to educate your physicians on your outcomes.
- ◆ **Consistency is key.** Doctors need to hear the message over and over again. Chapter 5 has

three letter templates that you can use with your physicians. You may have sent letters to your physicians when you first launched, but experience tells us that you need to repeat the messages frequently. Consider using the letters to report significant accomplishments, announce future plans, or just reinforce the overall message. Your strategy consultant can work with you to refine the letters to align with where you are in the implementation process while keeping the core message consistent.

- ◆ **Physicians like quick resolution, timely response to requests, to be kept informed, and to be invited to events.** Create a regular calendar of events to be emailed out every month. You can use the "31 Days of Stroke Month" template as a guide for sending information out to physician offices. Ask them to post the calendar, or make copies available to their patients.
- ◆ **Consider ways that your partnership could add direct value to your participating physicians and their patients.** For example you could offer participating physicians enhanced educational materials that they can share with their patients along with the screenings they may perform in their offices.

[Download a PDF copy of the webinar](#) and contact your StrokeSense consultant to discuss ways that you could build on and implement Kriss' suggestions to strengthen your physician relationships.

In The Know

- ◆ [Treating Mini-Stroke Rapidly Cuts Later Risk](#)
- ◆ [Implementation Strategies for EMS in Stroke Systems of Care](#)
- ◆ [Communities Play Critical Role in Emergency Stroke Care](#)
- ◆ [The Graying of the Web](#)
- ◆ [Throwing the Pitch Toward a Different Target](#)
- ◆ [Body Scans - New Craze for Baby Boomers](#)



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