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Subject: Creative Physician Engagement Ideas, Important Clinical and Marketing News Relative to Your Cardiac Service Line, Upcoming Webinars

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eNewsletter

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

Today's physicians are under mounting time and financial constraints. When consistently and effectively communicated, your *Women's HeartAdvantage* 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 *Women's HeartAdvantage* 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 *Women's HeartAdvantage* 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 all 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 *Women's Heart Initiative*, 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 "28 Days of Heart 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 an "expedited" appointment for cardiac diagnostic testing for their female patients that they have screened and need additional follow-up. Or provide them 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 *Women's HeartAdvantage* consultant to discuss ways that you could build on and implement Kriss' suggestions to strengthen your physician relationships.

Join Our Next Webinar October 24: Building the Business with *Women's HeartAdvantage*

With declining reimbursements, shifts in care patterns, and new competitors entering the provider arena, hospitals are under increased pressure to find business growth opportunities. In today's healthcare environment there are numerous avenues to pursue growth including the creation of new and innovative programs or services, bundling services into more consumer-friendly offerings, or maximizing current programs and services.

What is your organization's revenue growth strategy and how are you leveraging the strength of your *Women's HeartAdvantage* program to catalyze new business growth? Join us on October 24 as Pete Dawson, Chief Operating Officer of The Strategy Group offers insights and innovative ideas to maximize your *Women's HeartAdvantage* program and enhance your organization's cardiovascular business.



The October 24 virtual seminar will enable you to:

- ◆ explore market trends in cardiovascular services that are creating emerging growth opportunities
- ◆ understand the opportunities to leverage *Women's HeartAdvantage* to capitalize on growth opportunities
- ◆ critically analyze your current portfolio of products and services to determine where you can more effectively leverage or promote existing programs, products and services
- ◆ utilize evidence-based data to build the case for developing new products and services to drive referrals and increase revenue

To join [click here](#) and follow the instructions that appear on your screen.

In The Know

- ◆ [Women May Need Different Heart Care](#)
- ◆ [Women Ignoring Heart Risk](#)
- ◆ [Aspirin Less Effective for Women for MI Prevention](#)

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- ◆ [The Graying of the Web](#)
- ◆ [Throwing the Pitch Toward a Different Target](#)
- ◆ [Body Scans - New Craze for Baby Boomers](#)
- ◆ [Hispanics' Hypertension Better Controlled with Equal Access to Care](#)
- ◆ [Young Women in Dark About Cholesterol](#)
- ◆ [New Standards to Boost Enrollment in Cardiac Rehab](#)
- ◆ [Cholesterol Drugs' Protection Long-Lasting](#)
- ◆ [Medication Nonadherence - an Unrecognized Cardiovascular Risk Factor](#) *(subscription required to read)*



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