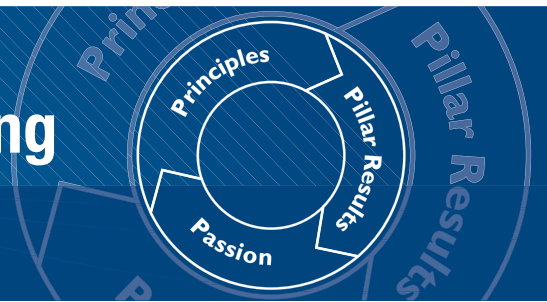


Evidence-Based Physician Coaching

Creating a Culture of Service and Operational Excellence for Physicians



Physician coaching utilizes the Evidence-Based LeadershipSM coaching model to help organizations engage and collaborate with their physicians. From an initial survey and analysis of an organization's situation and specific needs, a comprehensive physician coaching plan and strategy is formulated and executed to drive patient perception of care and satisfaction results.

“Physician coaching is an integral component of our ongoing journey to build and sustain a culture of excellence in all aspects of clinical practice at Vanderbilt. Dr. Wolf Schynoll from Studer Group has been an invaluable resource to our physicians who are thirsty for the focused, data driven coaching he provides. The steady improvement in patient satisfaction demonstrates the value of this work.”

Peter J. Giammalvo, PhD, FACHE, Chief Learning Officer, Assistant Professor, Medical Education and Administration, Vanderbilt University Medical Center Nashville, Tennessee

OBJECTIVES

- ✔ Drive return-on-investment for hospitals and single or multi-specialty physician groups
- ✔ Optimize patient satisfaction and HCAHPS results for clinics and hospitals that affiliate with physician groups
- ✔ Improve physician satisfaction

COACHING CURRICULUM

Based on an organization's specific needs analysis, a curriculum is developed that focuses on executing the following goals:

- ✔ Communicating the vision and goals of the coaching initiative effectively to the medical, clinic, and/or hospital staff
- ✔ Creating an effective physician leadership model
- ✔ Setting performance measurement goals
- ✔ Improving physician satisfaction
- ✔ Facilitating a higher level of professionalism for physicians
- ✔ Implementing strategies and tools that improve patient perception of care

BENEFITS TO YOUR ORGANIZATION

- ✔ Preservation of or improved market share through attainment of desired patient satisfaction and HCAHPS results
- ✔ Maximizing physician preparation for the future pay for performance initiative
- ✔ Reduced physician turnover
- ✔ Improved quality and safety in the medical care of patients
- ✔ A more aligned and cohesive medical staff

PROVEN RESULTS

Through the efforts of physician coaching, organizations have witnessed significant improvement in patient satisfaction results:

- ✔ After undergoing physician coaching at Sacred Heart Hospital in Eau Claire, Wisconsin, physician performance as measured by Press Ganey patient satisfaction survey results for a community hospital Emergency Department climbed from 21% to 92% over a one month period. Results thereafter continued to stay above 90%.
- ✔ At the Vanderbilt University Infectious Disease Clinic, physician coaching helped improve quarterly patient satisfaction as measured by PRC data from 40% to 77% for Overall Quality of Care and from 48% to 79% for Physician Quality of Care.
- ✔ The Hospitalist group at Baptist Hospital in Miami underwent physician coaching with results in patient satisfaction climbing from the bottom quartile to attaining and sustaining above 95%.

LEARN MORE

For more information on physician resources that are available at Studer Group, please visit online at www.studergroup.com/physicians. For more information on physician coaching please contact Jackie Gaines at (850) 934.1099 or jackie.gaines@studergroup.com.