



Note: This is an authorized excerpt from the *Guide to Physician Engagement*.
To download the entire guide, go to <http://store.hin.com/product.asp?itemid=4108>
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Guide to Physician Engagement

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Guide to Physician Engagement

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Executive Editor's Note

Welcome to the Healthcare Intelligence Network's *Guide to Physician Engagement*. The healthcare industry is charged with implementing the myriad reforms specified in the 2010 Patient Protection and Affordability Act. The law is replete with care delivery programs of both a clinical and financial nature whose success will largely be driven by the physicians who execute the programs. However, building physician buy-in for clinical and administrative initiatives traditionally has been a significant roadblock for healthcare organizations.

This special report, *Guide to Physician Engagement*, deconstructs the physician culture and suggests tactics for converting reluctant physicians into champions for healthcare improvement. Throughout this guide, a panel of experts delivers a variety of tools including skills assessment, communications, incentives and marketing that can turn physician push-back into support, ensuring the success of new programs while developing physician leadership within organizations.

Each chapter in this guide delivers strategies to engage physicians in clinical and financial practices designed to improve healthcare quality, efficiency and profitability:

Chapter 1: Overview

Chapter 2: Keys to Physician Engagement

Chapter 3: Physician Culture and Decision-Making

Chapter 4: Engagement in Wellness and Prevention

Chapter 5: Engagement in Pay for Performance

Chapter 6: Engagement in Practice Transformation

Chapter 7: Q&A

Whether your business collaborates with individual physicians, large physician organizations or hybrid models like the accountable care organization, the *Guide to Physician Engagement* will prepare you to bring physicians on board with healthcare improvement initiatives.

Melanie Matthews, HIN executive vice president and chief operating officer

