

## Engaging Physicians in a Shared Quality Agenda

Speaker and Facilitator: Shari Welch MD, FACEP, FACHE

### Overview\*

*As healthcare reform moves forward, no clinical arena will be exempt from change. The reform imperatives will include improving quality and safety, decreasing hospital acquired conditions and reducing adverse events all while decreasing costs. Improving the experience of care for hospitalized patients will become paramount. What are effective strategies for getting physicians on board with this ambitious agenda? What high leverage changes can be introduced into the hospital that easily align physician and executive leaders?*

### Learning Objectives

At the end of this program the attendee will be able to:

- Describe the impact of health care reform and the drive towards accountability on physician practice and hospital relationships
- Understand what motivates physicians and how they are facing the challenges of health care reform and population health
- Discuss the areas that matter most to physicians in times of change
- Discuss the importance of messages and messengers in leading physicians through improvement work
- Identify the distinct cultures of physicians based on generation
- Identify strategies to improve the quality and safety of your hospital
- Articulate the high leverage strategies to improve the experience of care in your hospital
- Discuss how to start to work with physicians to improve patient satisfaction and overall quality
- Give examples of do's and don'ts in engaging physicians in a shared quality agenda

### Target Audience

- Chief Executive Officers
- Chief Operating Officers
- High Level Managers
- Middle Managers

*\*Note- Dr. Welch prefers to customize her keynotes and educational sessions to the needs and culture of the organization she is working with. Each session is unique for each audience.*