

# But The “Buyers” Were Stressed

Physicians pessimistic about the future of the medical profession...	<b>62%</b>
Sometimes, often or always experience burnout....	<b>78%</b>
No time to see additional patients, take on new duties....	<b>80%</b>



Source: 2018 Survey of America's Physicians. The Physicians Foundation and Merritt Hawkins



## Then: Physician Recruitment/Engagement A Top Priority What About Now?



# Responding To The Pandemic | Rule 1: Save The Ship

## Top Priorities

**#1**

Cash on Hand

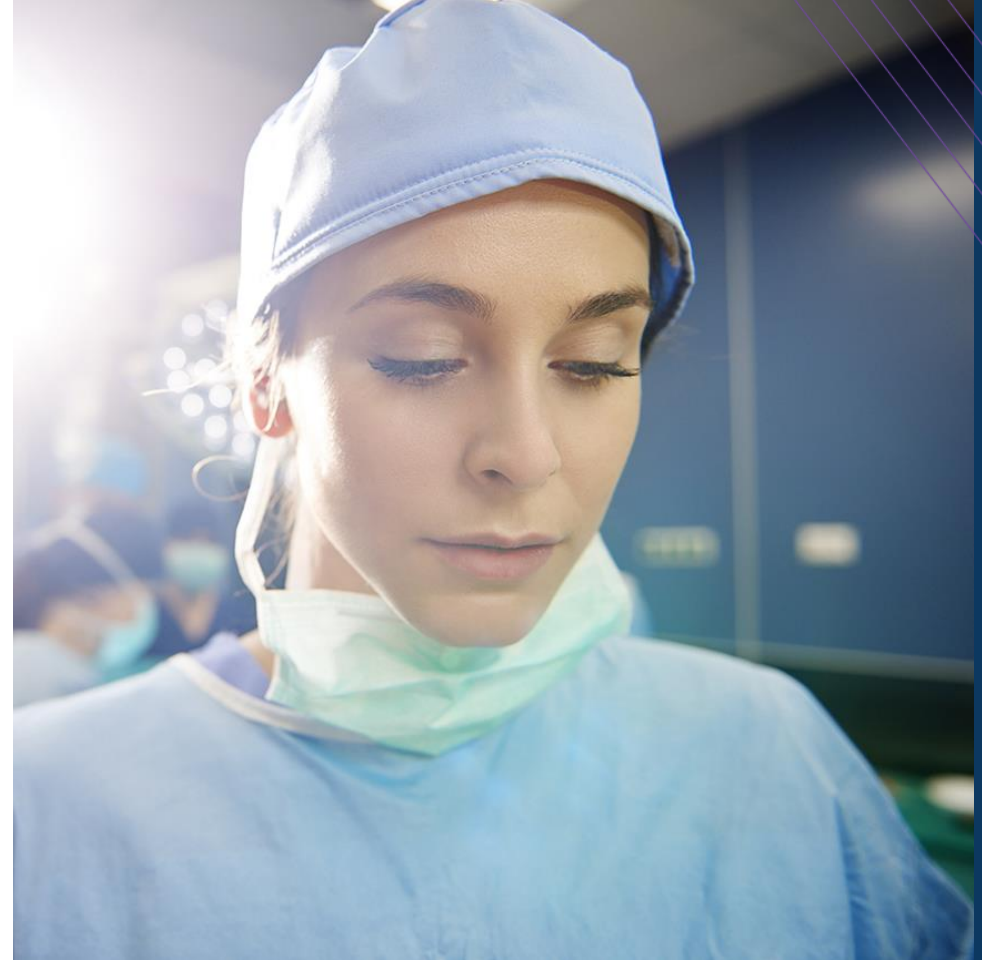
**#2**

PPE



# But Don't Forget "The Crew"

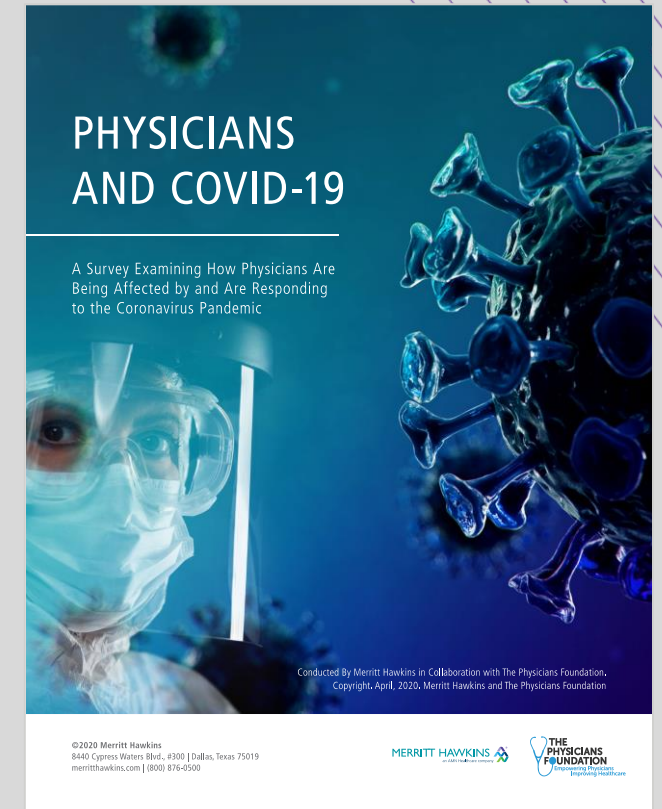
- Now is the time to focus on retention
- Full engagement needed to fight the pandemic and emerge stronger on the other side



# Consider The Physician's Perspective

## Physicians & COVID 19

A Survey Examining How Physicians Are Being Affected by and Are Responding to the Coronavirus Pandemic



# Extra Capacity, Extra Effort

**38%**

Minority of physicians are seeing Covid-19 patients

**60%**

The majority of those who are not are willing to do so

**34%**

have the time and capacity to see more patients

**2%**

Many are feeling “great stress” but only 2% feel incapacitated



Source: Physicians and Covid-19. Merritt Hawkins and The Physicians Foundation.

# But Cracks Are Showing

## As A Result Of The Covid-19 Pandemic, I Have Or Will:

Change jobs....	14%
Opt out of patient care...	6%
Temporarily close my practice....	7%
Retire...	4%
Seek physical or mental healthcare.... <i>(of those seeing Covid-19 patients)</i>	8%

Source: Physicians and Covid-19. Merritt Hawkins and The Physicians Foundation

# Two Outcomes In A Time Of “War”

1. Bonds strengthen due to shared mission, risk and comradery
2. Bonds fray due to miscommunication, resentment or neglect





# Where Will You Be When The Dust Settles?

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1. An avalanche of postponed electives/surging demand?
2. Variable increases by service lines?
3. Continued suppressed demand linked to recession/social determinants/patient reluctance?

Regardless, you will need unity/engagement to ensure patient and provider safety, quality outcomes, financial stability and patient trust

# Step One

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## Value Your Physicians

1. Key to quality, team-based care, patient satisfaction
2. Drive both value and volume-based revenue



**Without Physicians,  
Hospitals Are Simply....**

**Empty Hotels**

# Merritt Hawkins Survey

- **\$2.4 million**  
per year in net revenue
- **17 jobs**  
supported\*
- **\$3 million**  
in economic development\*

Source: The Economic Impact of Physicians.  
American Medical Association



## 2019 Physician Inpatient/Outpatient Revenue Survey

A survey showing net annual inpatient and outpatient revenue generated by physicians in various specialties on behalf of their affiliated hospitals

# Transparency Is The Key

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Demonstrate you understand the challenges...



**Preparedness**



**Safety/PPE**



**Schedules**



**Staffing Shortages**



**Compensation/Pay Cuts/Furloughs**

....and you are addressing them.

Consistent formal and informal communication

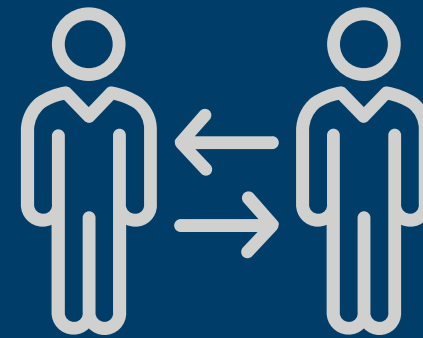


# A Two-Way Street

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**They want to hear from you,  
you need to hear from them**

- Formal gatherings
- Informal gatherings
- Mentorship programs
- “Suggestion box” (digital)





## It's Not What You Say...

### ...IT'S THE WAY YOU SAY IT

If you must make changes...

- Justify with data
- Spread the sacrifice
- Share the sacrifice
- Make it equitable
- Say it face-to-face
- Keep the door open

# What Can We Do To Help?

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1 Change meeting schedules?

2 Reduce/eliminate administration?

3 Provide more/better equipment?

4 Add temporary staff?

5 Enhance patient/family outreach?

6 Provide scribes/reduce EHR burden?

7 Support for your families?