

# Healthcare's Last Mile

## When Data and Tools Aren't Enough



### 4 Key Tactics to Accelerate Provider Engagement to Improve Outcomes

To get the most from your data and tools, you need the right people to engage physicians and practice staff in the right way. Physicians and practice staff are inundated by health plans, government entities and technology firms striving to prioritize their initiative(s). Here is how you can become the trusted advisor in the practice and respectfully engage physicians, practice staff, and patients to accelerate value-based care goals.



#### Robust Assessments

Assess the practice to identify where it falls on the spectrum (beginning to advanced).

Gather insight on affiliations to confirm need for gaining permission prior to engagement.

Learn more about the market and payer programs the practice participates in to identify gaps and opportunities for improvement.

Get to know the practice including staff skills and build mutual respect.

Identify practice technology and capabilities, as well as how advanced the practice is at using the system.

#### Incentives

Whether the incentive is financial and direct to the practice, results in program enhancements for patients, or reduces practice burnout/improves efficiencies, it's important to understand the impact of each program and what is requested of the practice.



#### Action Plans

Develop comprehensive and easy to follow action plans with 1 to 5 tasks for practices to implement between practice visits.

Patient lists with gaps are not enough. Consider specific tactics to close gaps that look at attribution processes, scheduling, visit, billing, and reimbursement. Set meaningful and actionable goals and limit the number of to-do's for practices.

#### Follow-Up

Link opportunities in action plans to interventions that are meaningful and specific to the practice and easy to implement; Start small and grow in the complexity of change.

The more specific the goals are to the assessment findings and practice needs – the fewer false starts there will be, as well as less frustration, quicker progress, reduced anxiety and confusion, and more rapid change.

