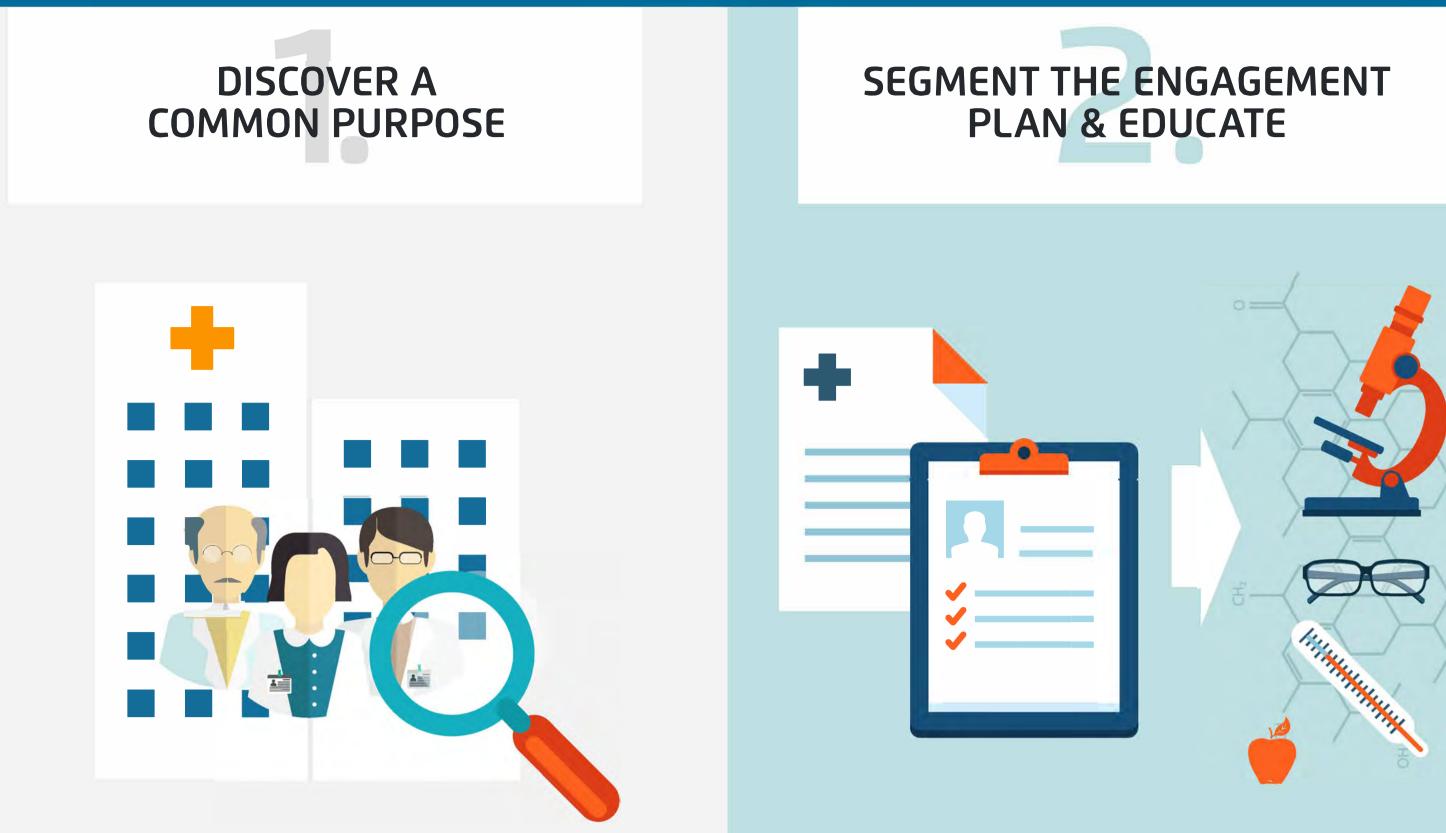
6 Proven Strategies for Engaging Physicians



24% of physicians feel pride in their association with their hospital, while only **7%** have passion. ¹

Training and resources ranked **2nd** only to compensation as influencing physicians to change behavior.²





84% of physicians are willing to address potential sources of healthcare waste.²

ADOPT AN ENGAGING STYLE & TALK ABOUT REWARDS



Fully engaged physicians resulted in

3% more outpatient referrals

51% more inpatient referrals ³

TURN PHYSICIANS INTO PARTNERS, NOT CUSTOMERS





Engaged physicians were **26%** more productive, translating to an average annual per-physician patient revenue of **\$460,000**.³

Hospitals in the top quartile for physician loyalty had earnings per adjusted admission that were about \$320 more than bottom quartile hospitals.¹

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