1. **Discover a Common Purpose**

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

2. **Segment the Engagement Plan & Educate**

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

3. **Use Engaging Improvement Methods**

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

4. **Adopt an Engaging Style & Talk About Rewards**

Fully engaged physicians resulted in 3% more outpatient referrals and 51% more inpatient referrals.³

5. **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

6. **Provide Backup All the Way to the Board**

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