



Presenters:-

Maria Nikol
VP of Business Development

**Kelly Hidde**VP Business Strategy



### Agenda

- Introduction
  - Why the shift to value-based care?
  - Why is physician engagement important?
- Review of Max Weber's Motivational Tools to Improve Engagement
  - ▼ To engage in a noble shared purpose
  - To satisfy self-interest
  - ✓ To earn respect
  - To embrace tradition
- Discussion on how to apply each principal
- Discussion on how to leverage technology for each principal



#### Introduction: Why the shift to value-based care?



FFS as a payment model is actuarially unsustainable



by 2030, CMS wants to have close to 100% tied to VBC contracts

Reference: <u>Transitioning to Value-Based Care While Reducing Risks (revcycleintelligence.com)</u>





### Introduction: Why is physician engagement important?

- Physician burnout is on the rise.
- Many physicians are deeply anxious about change.
- Many feel that regulatory and reimbursement restraints inhibit their medical practice.
  - Gallup found that physicians who were fully engaged or engaged were 26% more productive than physicians who were not engaged or who were actively disengaged.



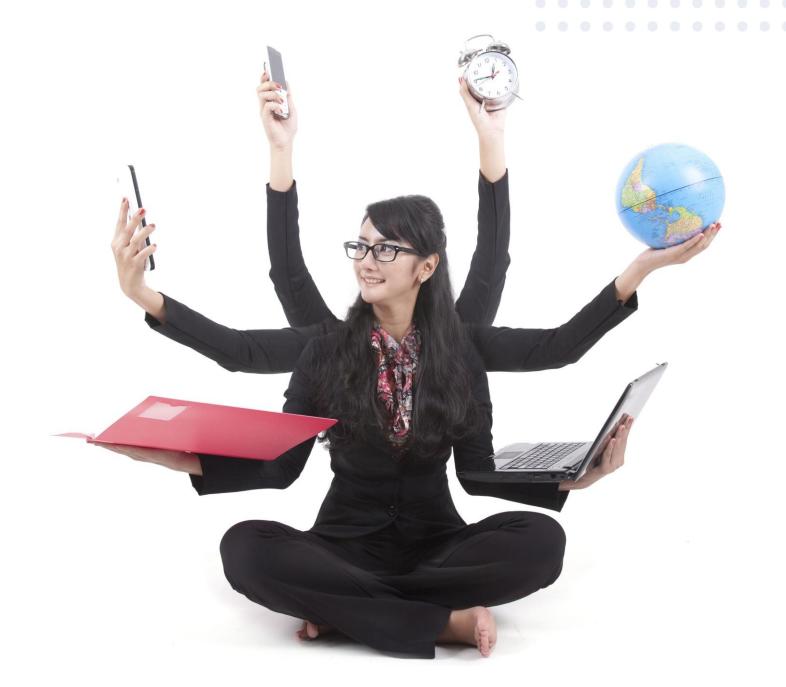
Reference: Want to Increase Hospital Revenues? Engage Your Physicians. (gallup.com)

https://www.ama-assn.org/practice-management/physician-health/measuring-and-addressing-physician-

burnout#:~:text=The%20most%20recent%20study%20in%20the%20national%20burnout,symptoms%20of%20burnout%2C%20up%20from%2038%25%20in%202020.



# **Analogy**





### Max Weber's Motivational Tools to Improve Engagement



To Engage in a Noble Shared Purpose



To Satisfy Self-Interest



To Earn Respect



To Embrace Tradition

Reference: Engaging Doctors in the Health Care Revolution (hbr.org)









### **To Satisfy Self-Interest**

"Physicians, like everyone else, are motivated by financial incentives and job security."







### **To Earn Respect**

"High-performing organizations are increasingly reporting to physicians how their personal performance compares with that of their colleagues."







#### **To Embrace Tradition**

"When physicians value membership in an organization-out of pride, a need for security, or some other reason-they are motivated to adhere to that organization's standards and traditions."





#### **Conclusion: Leveraging Technology for Provider Engagement**



Develop dashboards to enable doctors to see how their performance compared with that of their colleagues



Develop workflows on how providers should engage in a teambased approach, with technology assisting those efforts



Develop financial incentives for meeting performance thresholds; leverage technology identify performance towards goals









#### Stop by our VBCExhibitHall.com Virtual Booth



Visit the AaNeel exhibit booth



#### Get in touch

#### Kelly Hidde

**VP of Business Strategy** 



(850)291-8949



kelly.hidde@aaneel.com

#### Maria Nikol

VP of Business Development



(410) 812-7156



maria.nikol@aaneel.com





#### Phone:

813 909 9555



#### Fax:

815 301 8948



#### **Address:**

6650 Gunn Hwy, Tampa, FL 33625



#### Website:

www.aaneel.com