



Leveraging Technology to Assist with Provider Engagement

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: [Transitioning to Value-Based Care While Reducing Risks \(revcycleintelligence.com\)](https://www.revcycleintelligence.com)



Poll

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.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 \(hbr.org\)](https://hbr.org)



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To Engage in a Noble Shared Purpose

“Improved patient care has to form the core of any change agenda that clinicians will embrace.”





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To Satisfy Self-Interest

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



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To Earn Respect

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





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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 team-based approach, with technology assisting those efforts



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

Q&A

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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