

TDI



Norton Healthcare

# **TRANSITIONING TO A NEW MODEL OF CARE: PHYSICIAN LEADERSHIP AND ENGAGEMENT**

- Preparing for the future
- Transitioning to a new model of care
- Identifying & overcoming challenges
- Advice for others

# Preparing for the future

- Ensuring the ACO “fits” with Norton’s mission
- ACO as a strategy to advance
  - Integration
  - Alignment
  - Accountability
- Advancing readiness to take on risk and operate under a new model of care
- Strong assessment of partners

- Importance of organization-wide culture change
  - Alignment, standardization, transparency
- Clinical integration strategy
- Engaging clinicians
  - Emphasize building “accountable care” into the organization, not just becoming an ACO
  - Promote transparency, build trust in the data
  - Employed physicians, built relationships

- Investing in the ACO
- Garnering physician participation
  - Building an understanding of the new model
  - Balancing hospital / physician relationships
  - Informational and educational sessions
  - Independent versus employed
- Leveraging local partnerships to assess population health needs

# Advice for others

- Patience with infrastructure assessment
- Key to success is team talent
  - Knowledge
  - Innovation
  - Change
- Never underestimate the value of data
- Always remember “It is about the patient”