

How to craft more persuasive physician messages

When initiatives don't have a clear **physician WIIFM** ("What's in it for me") or feel disconnected from physicians' day-to-day, it can be difficult to raise awareness and win buy-in. Follow the prompts below to craft messages that resonate with physicians. While the most convincing messages address all three, aim to address at least one prompt.



1. **Explain how the initiative directly addresses trends in your market.** Physicians often lack visibility into the external forces driving organizational strategy. To ensure physicians have that rationale, provide **relevant context** around local and/or national market changes.

Key to success: Translate market forces into physician-centered terms (e.g., shift to value-based care = greater focus on preventative care)

Check that your message answers both of these questions for physicians:

- What recent market shifts have made this strategy or initiative particularly urgent?
- How will this strategy or initiative equip the organization to succeed amid those shifts?



2. **Connect the initiative to existing priorities.** To establish a **clear purpose**—and prevent against initiative fatigue—connect the new strategy or initiative to existing projects and priorities. This is especially important when making changes to physician workflows.

Key to success: Directly refer to your organization's strategic plan or mission statement to ensure new initiatives map back to existing goals that physicians are already bought into

Check that your message answers at least one of these questions for physicians:

- How does this initiative directly reflect your organization's mission and values?
- How does this initiative bring your organization closer to achieving a specific strategic goal?



3. **Explicitly call out physicians' role in the initiative.** Communicate the expected impact on physicians and the things they care about, including a specific "call to action" i.e. the steps or changes physicians can make to positively impact the strategy or initiative.

Key to success: Highlight the resources the organization will provide and the steps leaders will take to support physicians implementing change

Check that your message answers four questions for physicians:

- Which physicians have been involved in leading or designing the initiative?
- What is the physician role and how will it impact their practice or workflow?
- What are the implications for patient care and/or physician finances?
- Where can physicians find more information, provide input, or clarify questions?