

Physician Executive E-visibility Picklist

Note on Use: Increasing executive visibility and trust among physicians—especially across multiple facilities and care settings—is an essential component of any physician communication strategy. To create your personal e-visibility bundle, select two to three communication channels below to consistently use. Prioritize a mix of channels that will most easily fit into existing workflows, and will be accessible to clinicians works different days/hours.

Best for surfacing and addressing questions and concerns

- Virtual office hours:** Regularly scheduled, dedicated time via webcon that physicians can opt-into. Briefly open the session and share relevant context, but spend the majority of time on Q&A.
- Virtual meeting drop-ins:** Virtual attendance at a rotation of existing physician leadership or medical staff meetings across the system. Before your virtual drop-in, ask the meeting owner if there are specific topics you should address or physicians you should recognize.
- Broadcasted interviews with live Q&A:** Moderated interviews and Q&A conducted in person, but broadcasted virtually, where participants can submit questions to have answered.

Best for sharing and reinforcing high-priority messages with physicians

- E-newsletter:** Email communication written specifically for physicians, consolidating a variety of organizational updates. Can regularly include a letter from you as physician executive. For physician newsletter guidance, see [Seven questions to vet your physician newsletter](#).
- Virtual brown bag sessions:** Regularly scheduled virtual conversations, or “brown bags,” led by executives. Each brown bag spotlights a physician-centered topic or priority, and is structured around facilitated discussion questions. See [Tips for running a virtual brown bag](#).
- Listserv for targeted cohorts:** Regular communication highlighting critical updates and information related to a specific cohort, such as new managers or service line leaders.

Best for letting physicians get to know you personally

- Executive blog:** Regular blog led by an executive, featuring organizational information and physician spotlights, written in a personal voice. Blog can be hosted internally via the intranet, or publically on the organization’s website.
- Social media updates:** Consistent social media presence on platforms such as LinkedIn or Twitter to share personal insights on health care trends in a resource-light way.