Medical Staff Relations

Length: 1.5 Hours

Target Audience: Mid-careerists to senior executives

Description: The relationship between the medical staff and administration is critical to the success of healthcare organizations. To be successful, executives must identify strategies for involving the medical staff in decision making and planning, as well as determining how to align the medical staff with organizational strategies. Given the current reimbursement environment in addition to the multitude of changes impacting healthcare, executives must proactively work with their medical staffs.

Faculty: Moderator plus two panelists. The moderator should be a CEO, a senior executive with medical staff responsibilities, or a consultant whose area of concentration is medical staff relations. The panelists may include a CEO, a practicing physician who is serving in a volunteer leadership role, and/or an executive whose responsibilities include interaction with the medical staff, for example, a CMO, COO or CNO.

Moderator
Provides an overview of the topic, including the benefits of strong medical staff relations and the potential dangers of failure to manage this issue.

Panelists
Each panelist should briefly present a successful strategy they have employed to manage medical staff relations.

Topics for Discussion:

• The perspective of the physician executive in managing medical staff relations.
• Involvement of medical staff leadership in strategies and operational decision making.
• Setting up physician leaders for success; giving them the tools to be effective leaders.
Questions for Discussion:

1. How do you identify and develop future medical staff leaders?
2. Given the preponderance of publicly reported quality data, how have you gotten physicians to participate in and document evidence-based treatments that impact the hospital’s core quality measures?
3. How do hospitals remain relevant as more physician practices become increasingly outpatient based?
4. How do you deal with “oppositional factions” within the medical staff and physician turf wars?
5. How do you get your medical staff to support organizational strategies?
6. What vehicles have been successful at improving communication between administration and medical staff?
7. What approaches have you taken when faced with medical staff that compete with you?

Materials for Distribution:


(Go to: Chapter Education Manual Appendix for handout)

Additional Resources:


