



Engaging Physicians: A Manual to Physician Partnership

Stephen C. Beeson

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A Proven How-to Manual to Build Physician Partnership and Create a Performance Culture

Engaging Physicians: A Manual To Physician Partnership, a new book by Dr. Stephen C. Beeson, is a tested, staged approach to create physician loyalty, improve physician partnership and generate superior organizational performance. Dr. Beeson, author of the best selling, Practicing Excellence, A Physicians Manual to Exceptional Health Care, and Medical Director of Studer Group, brings a simple and specific approach to getting physicians on board, and engaging physicians in healthcare performance efforts.

The intention of this manual is to help leaders and physicians care for the patient above all else, and to make the pursuit of saving lives and making a difference our shared purpose, says Dr. Beeson. When you can stand together, side-by-side with physicians, and when physicians become champions for the mission, your organization will become unstoppable.

Engaging Physicians is filled with tactical tools to help leaders partner with the most pivotal players in the system and shows leaders how to:

Create and boldly project a compelling organizational vision

Assemble a high-performance leadership structure, built to achieve outcomes based on a proven evidence-based leadership model

Select, develop and activate effective physician champions to lead change

Train and develop physicians using proven behaviors that dramatically improve clinical care and the patient experience

Use performance feedback and data reporting to physicians to drive and improve quality and service outcomes

Create, communicate and implement physician behavioral standards consistent with an organizational vision

Manage disruptive physicians in a proactive, fair and consistent manner

Recognize physicians in a way that generates physician organizational loyalty

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