

# Influencing and Engaging Physicians

How to manipulate physicians

Mirror mirror on the ward, who's the  
most narcissistic of them all?  
Pathologic personality traits in health  
care



# Outline

- Importance of physician engagement
- Lessons from PHARMA
- Apply tactics to manage outliers

**POLICY PAPER:**

# PARTNERING WITH PHYSICIANS

January 2014

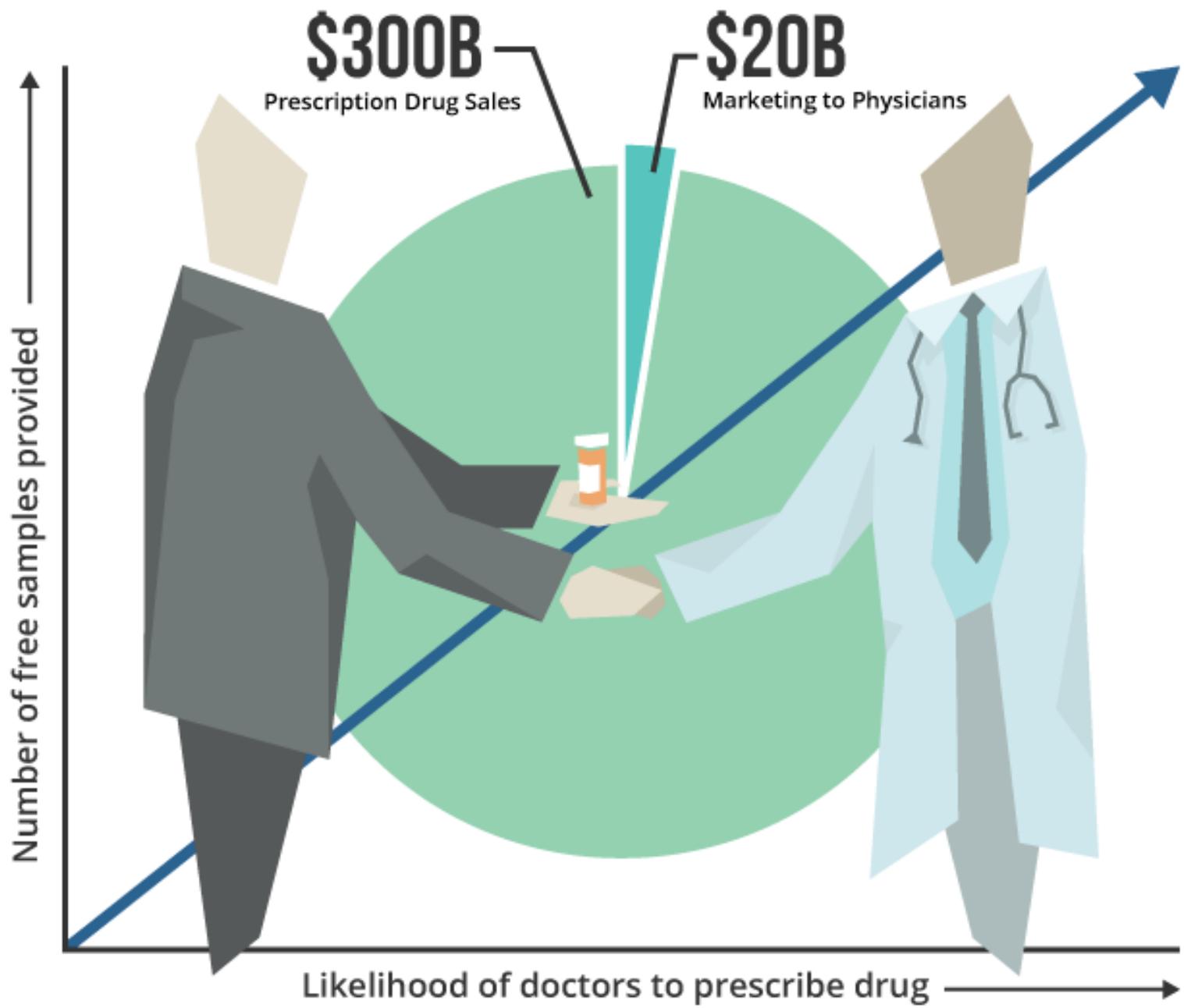
*Vision  
Community*

**“Securing greater physician engagement at all levels is critical for health system reform and organizational performance.”**

*“The active and positive contribution of physicians within their normal working roles to maintain and enhance the performance of the organization...”*

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## Physicians Receive Payments From Industry



84%

of U.S. physicians  
report receiving  
**payments, gifts,**  
**meals, drug samples,**  
or **travel** from industry



**More than \$27 billion**  
was spent on marketing to  
physicians by the pharmaceutical  
industry in 2012





Friendly and Outgoing

# Doctor-Pharma Rep

## FACEBOOK FRIENDSHIP

RELATIONSHIP STATUS:



IT'S  
COMPLICATED!



# The Skeptic





Dermatology Times

Mod  
Ae



**JAAD**  
Journal of the American Academy of Dermatology®

Der  
Volume 73 • N



www.j



**CME** Cutaneous and mucocutaneous leishmaniasis

Handler MZ, Patel PA, Kapila R, et al

**CME** Mucocutaneous manifestations of helminth infections

Lupi O, Downing C, Lee M, et al

The Skin Cancer Ob  
Clinical Examination

Combined cutaneous carcinoma

Leonine facies and my

Facial lesions in fronta alopecia

Pretreatment serum cal methotrexate efficacy

Inflammatory serum mar patients with hidradenitis

Prognostic factors in necr soft-tissue infections

Cutaneous polyarteritis nor macular lymphocytic arteri

Animal-type melanoma

Filler agents for HIV-associat lipoatrophy

Mentorship in dermatology



## **LOOK SHARP (NOT)!**

An alert-looking performer can cause suspicion in the mind of the spectator. Appearing a little dumb can be the deceiver's best friend.



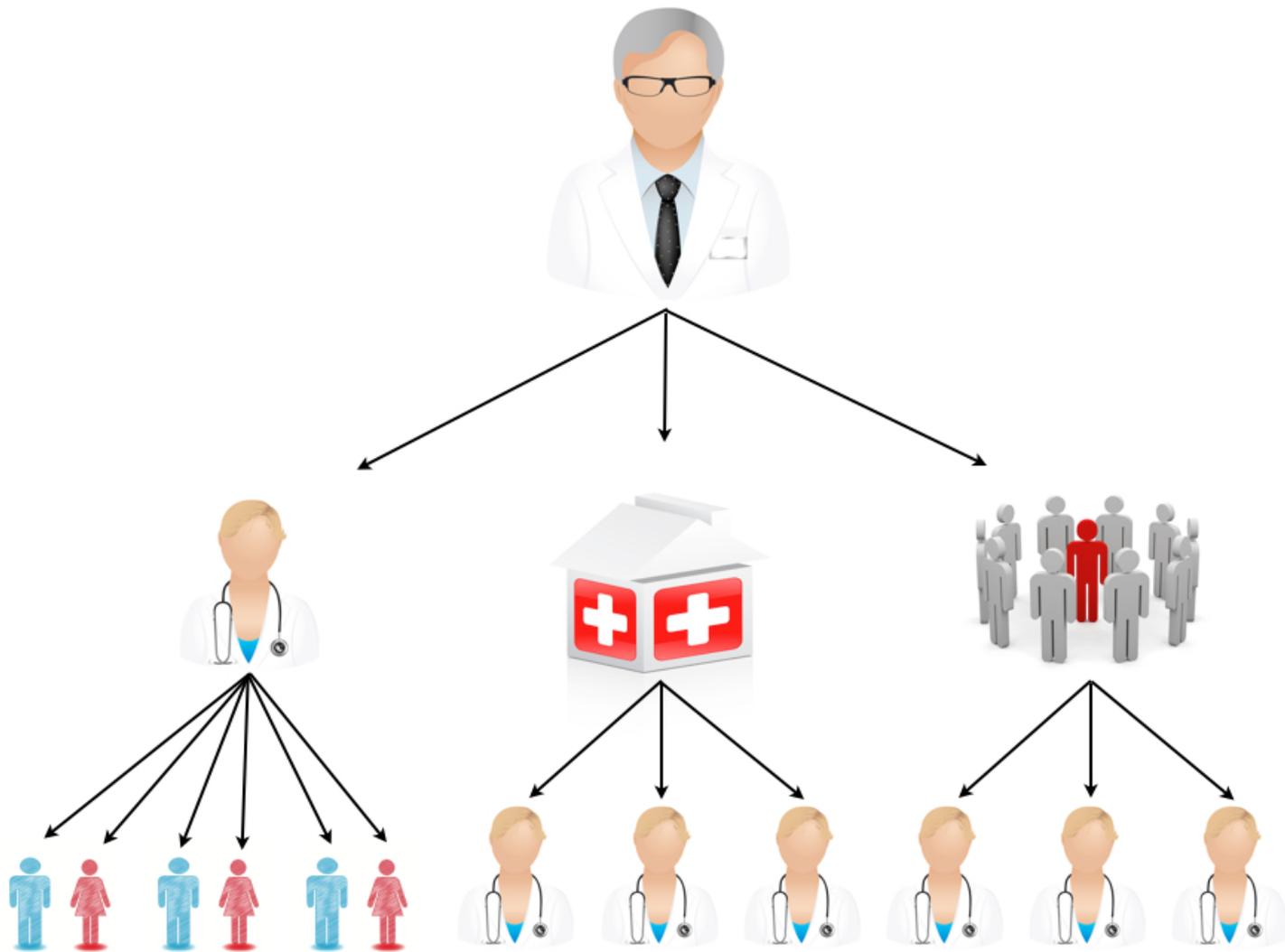


Mercenary doc

# **Doctor Waiting Room**



**If you die whilst waiting  
to see the doctor please  
cancel your appointment**



Trailblazer  
Influencer

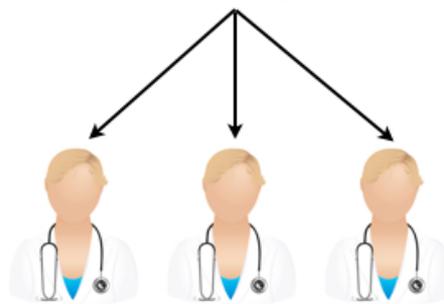
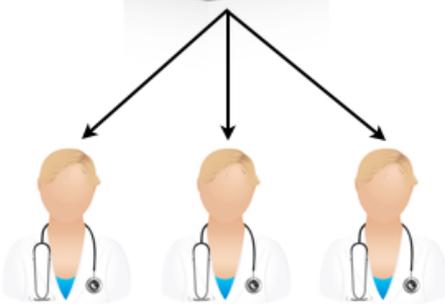
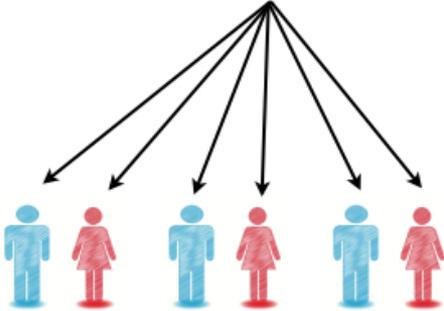
*Reliable authority*

# THOUGHT LEADER

Subject Matter Expert

*Trusted Source*

Key opinion leader



# Video:

<https://www.youtube.com/watch?v=YgjNnWnhaRc>

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# Case 1: Hand hygiene





## Responsible for:

- Being a role model and mentor
- Understanding specific practices in your department, enablers and barriers to compliance
- Being the identified physician hand hygiene leader in your department
- Being involved in hand hygiene QI projects
- Identifying unique educational needs for your department
- Engaging in hand hygiene CME

- **103 physicians (11% of active staff members)** from the following medical/surgical specialties completed phase II of the project

Anesthesia

Cardiology

CVT Surgery

Critical Care

Dermatology

Emergency Medicine

Family and Community Medicine

General Internal Medicine

General Surgery

Geriatric Medicine

HIV Medicine

Infectious Diseases

Nephrology

Neurology

Obstetrics and Gynecology

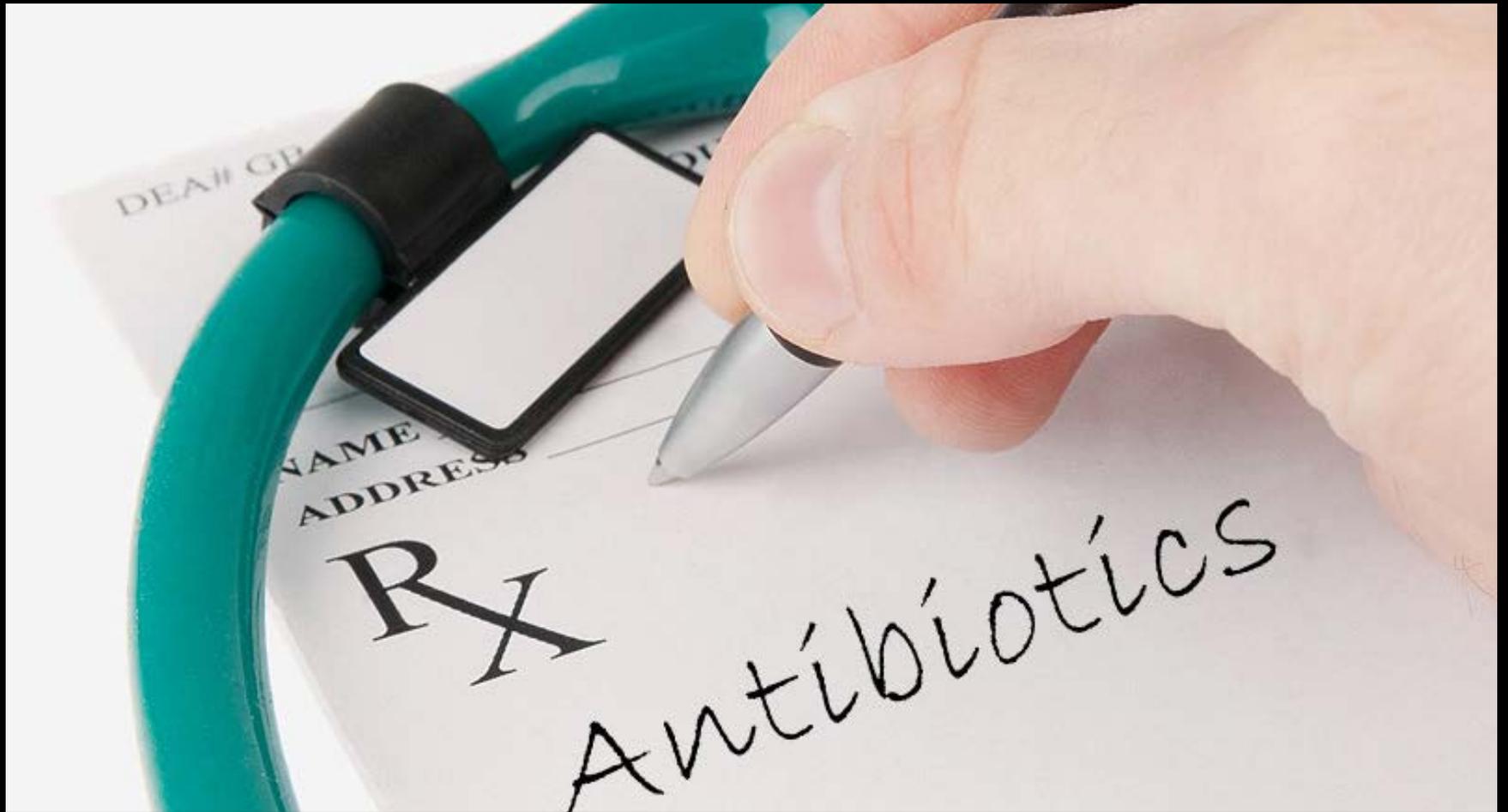
Ophthalmology

Orthopedics

Psychiatry

Respirology

# Case 2 - Antibiotic Overprescribing

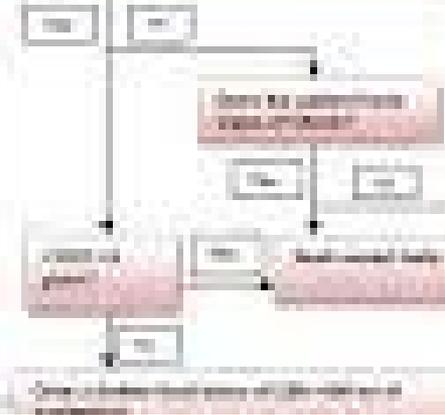


Using an MCMC (Markov Chain Monte Carlo) approach, the model parameters are estimated by sampling from the posterior distribution. The model parameters are estimated by sampling from the posterior distribution. The model parameters are estimated by sampling from the posterior distribution.

### Algorithm 1: Data Initialization

**Initialization:**  
 1. Identify the set of observed events.  
 2. Define the set of all possible events.  
 3. Initialize the model parameters.

**Step 1: Sampling the initial state.**  
 Randomly select an initial state from the set of possible events.



**Step 2: Sampling the initial state.**  
 1. Sample the initial state from the set of possible events.  
 2. Initialize the model parameters.  
 3. Calculate the likelihood of the initial state.  
 4. Calculate the prior probability of the initial state.  
 5. Calculate the posterior probability of the initial state.

**Step 3: Sampling the initial state.**  
 Randomly select an initial state from the set of possible events.

**Step 4: Sampling the initial state.**  
 Randomly select an initial state from the set of possible events.

**Step 4: Sampling the initial state.**  
 Randomly select an initial state from the set of possible events.

### Algorithm 2: Sampling the initial state

**Step 1: Sampling the initial state.**  
 Randomly select an initial state from the set of possible events.

**Step 2: Sampling the initial state.**  
 Randomly select an initial state from the set of possible events.

### Algorithm 3: Sampling and Distribution

**Sampling the initial state.**  
 Randomly select an initial state from the set of possible events.

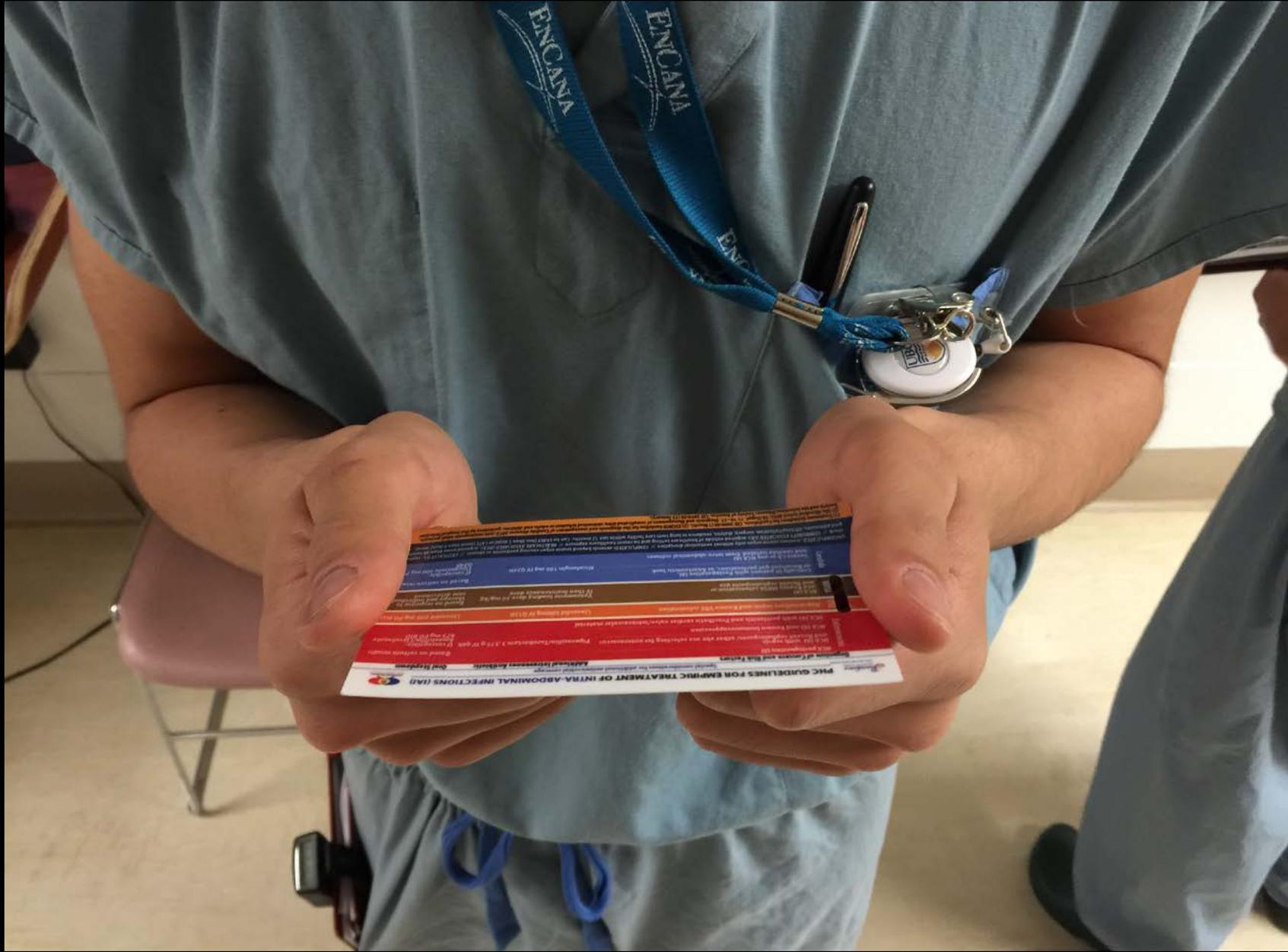
**Sampling the initial state.**  
 Randomly select an initial state from the set of possible events.

- Distribution and other results (Table 1)**
- Mean value
  - Variance
  - Standard deviation
  - Skewness
  - Kurtosis
  - Entropy
  - Information content
  - Shannon's entropy

**Step 3: Sampling the initial state.**  
 Randomly select an initial state from the set of possible events.

# PHARMA dinners









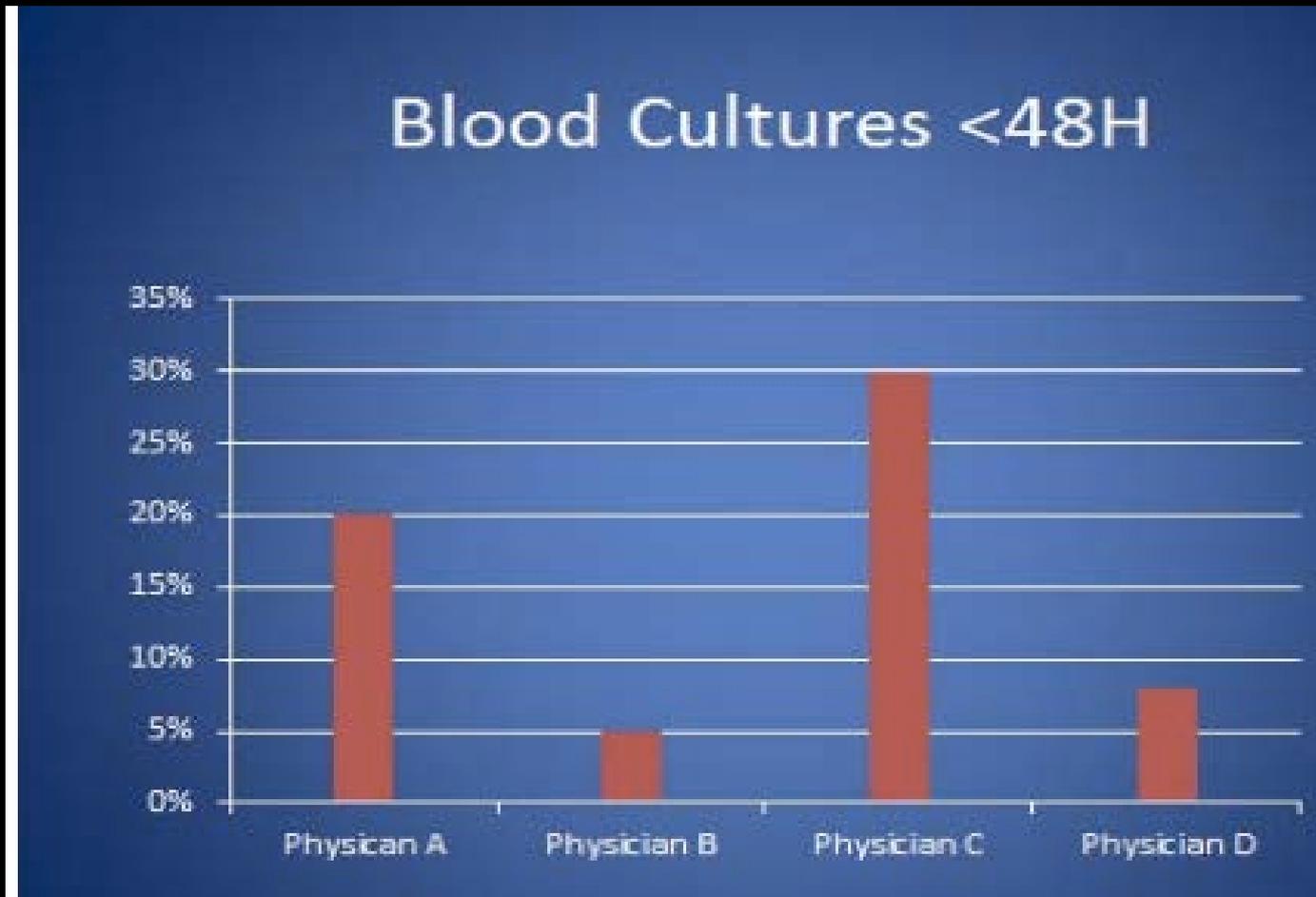
Nurses' Station 7B

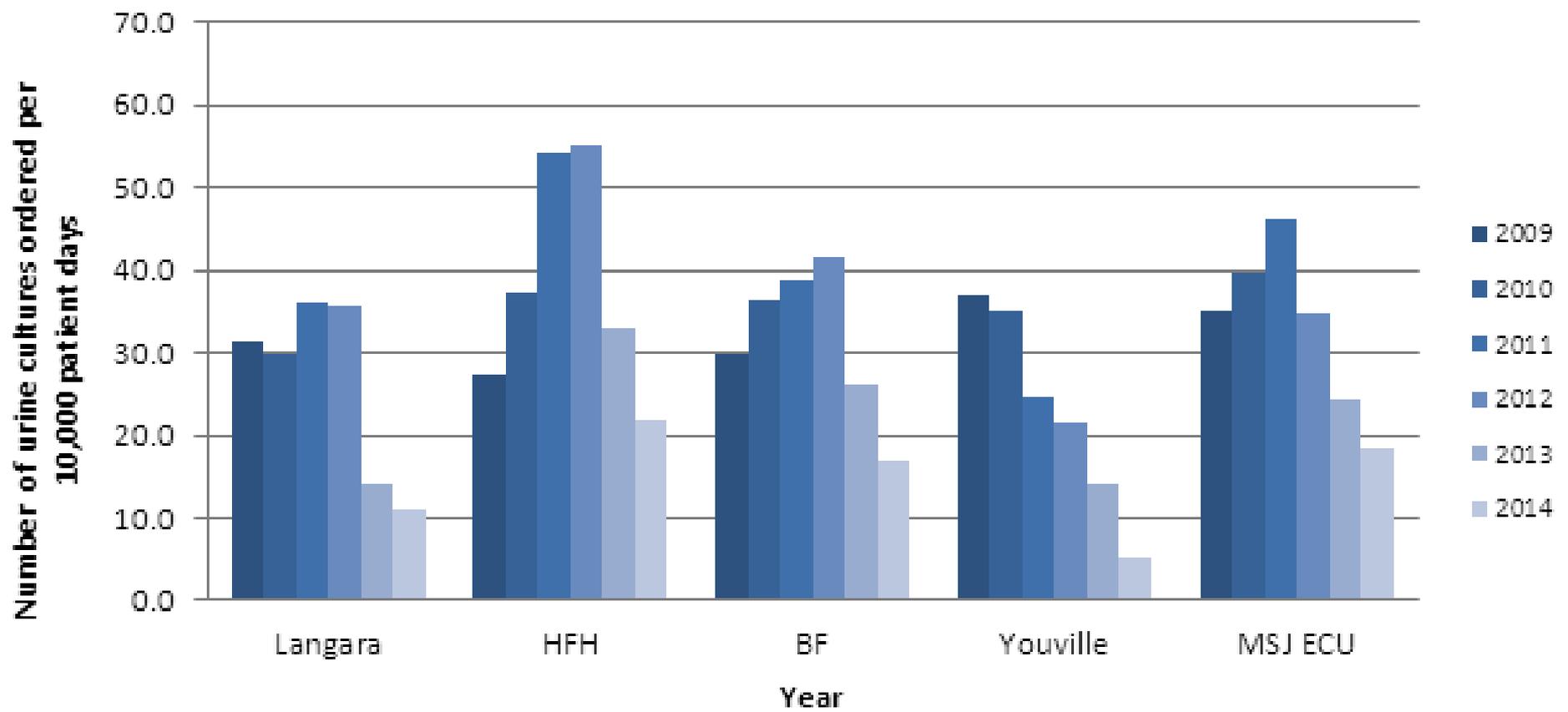


# Case 3



“For your information you are Physician C”







**SPEAK  
SOFTLY  
AND  
CARRY  
A BIG STICK**