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

Bucknall *et al.,* CMAJ December 8, 2015 vol 187

NARCISSISM
PSYCHOPATHY
THE DARK TRIAD
MACHIAVELLIANISM

Outline

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

"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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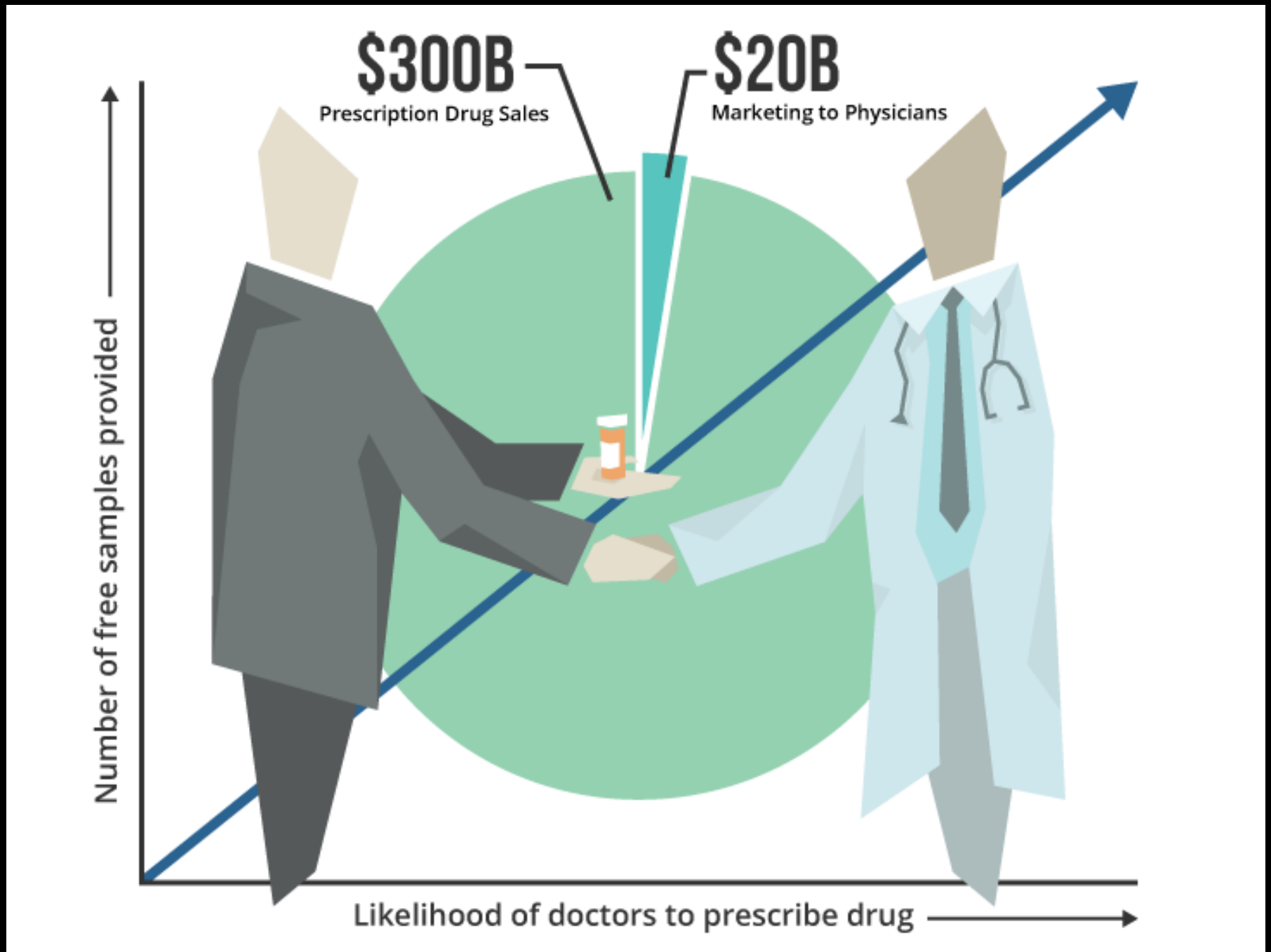

$300B
Prescription Drug Sales
$20B
Marketing to Physicians
Number of free samples provided
Likelihood of doctors to prescribe drug

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

For
Address
Date
LABEL yes no
Repr ut Dictum
1 2 3 4 5 times
PRN
Non Repr
Dr.
Substitution Permitted
DEA No.

Friendly and Outgoing

Doctor- Pharma Rep

FACEBOOK FRIENDSHIP

RELATIONSHIP STATUS:

☑ IT'S COMPLICATED!

The Skeptic

JAAD
Journal of the American Academy of Dermatology
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
Animal-type melanoma
Mentorship in dermatology

LOOK SHARP (NOT)!

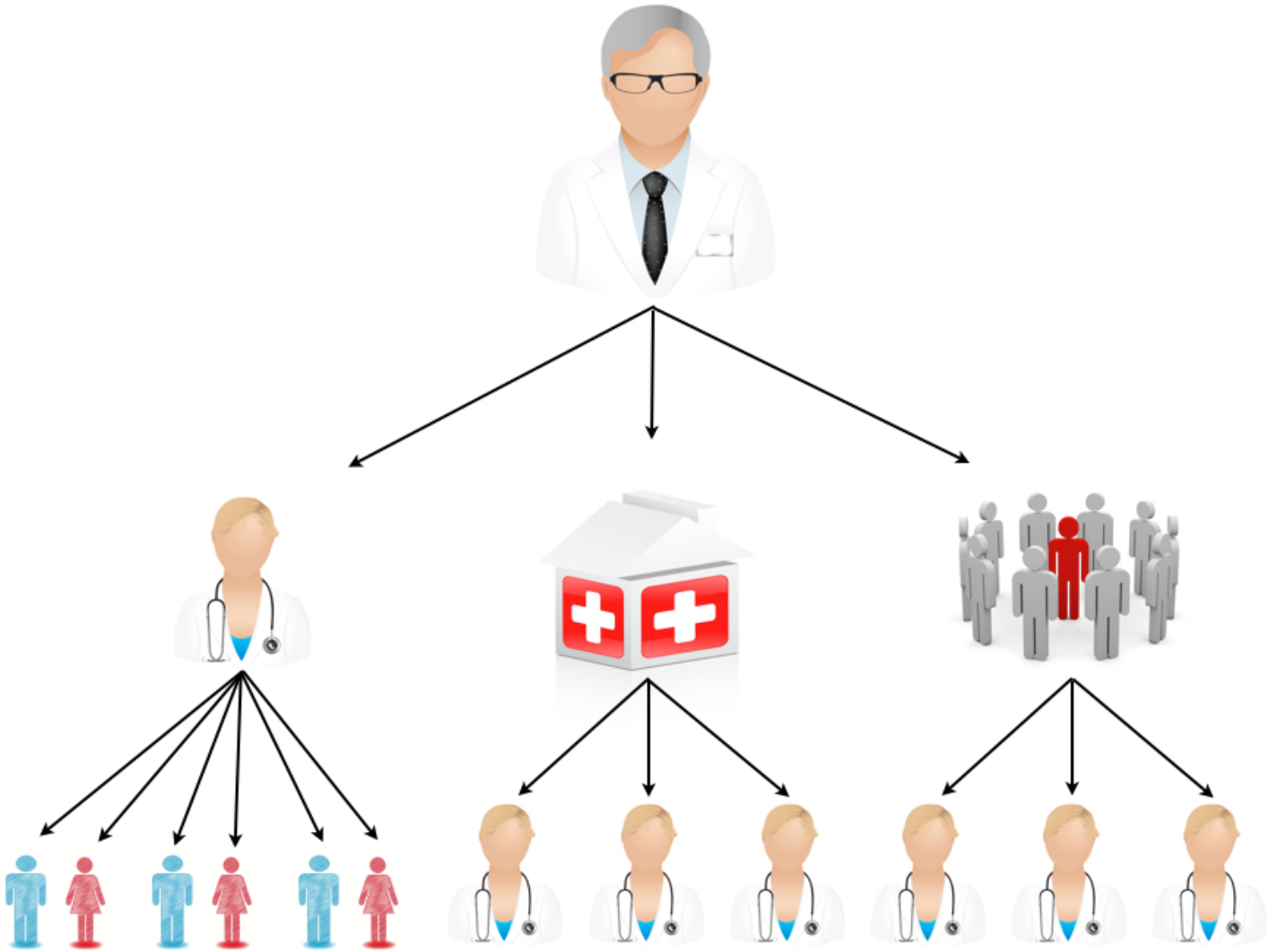
An alert-looking performer can cause suspicion in the mind of the spectator. Appearing a little dumb can be the deceiver's best friend.

Mercenary doc

Doctor

Waiting Room

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



Trailblazer
Influencer

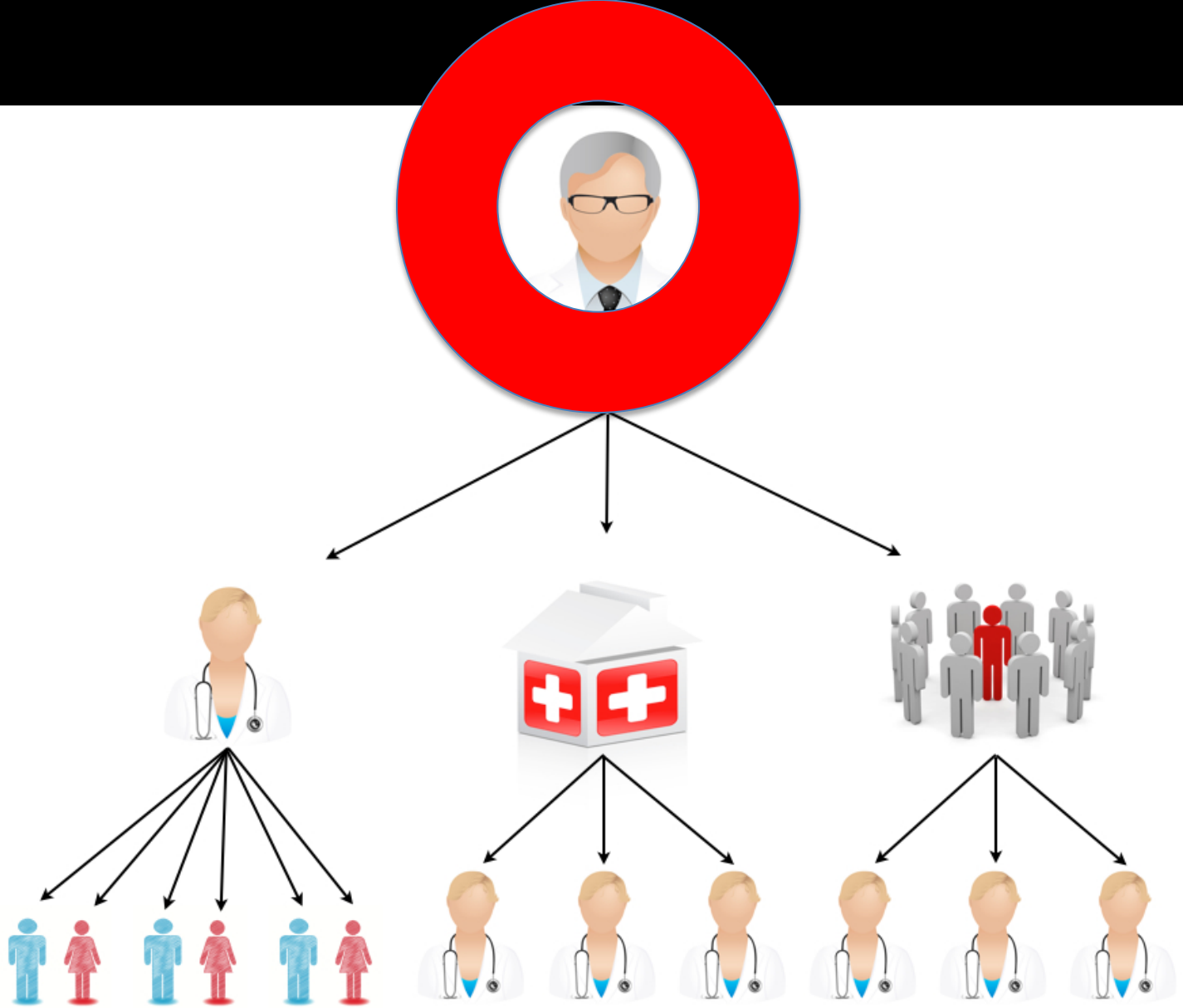
Reliable authority

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

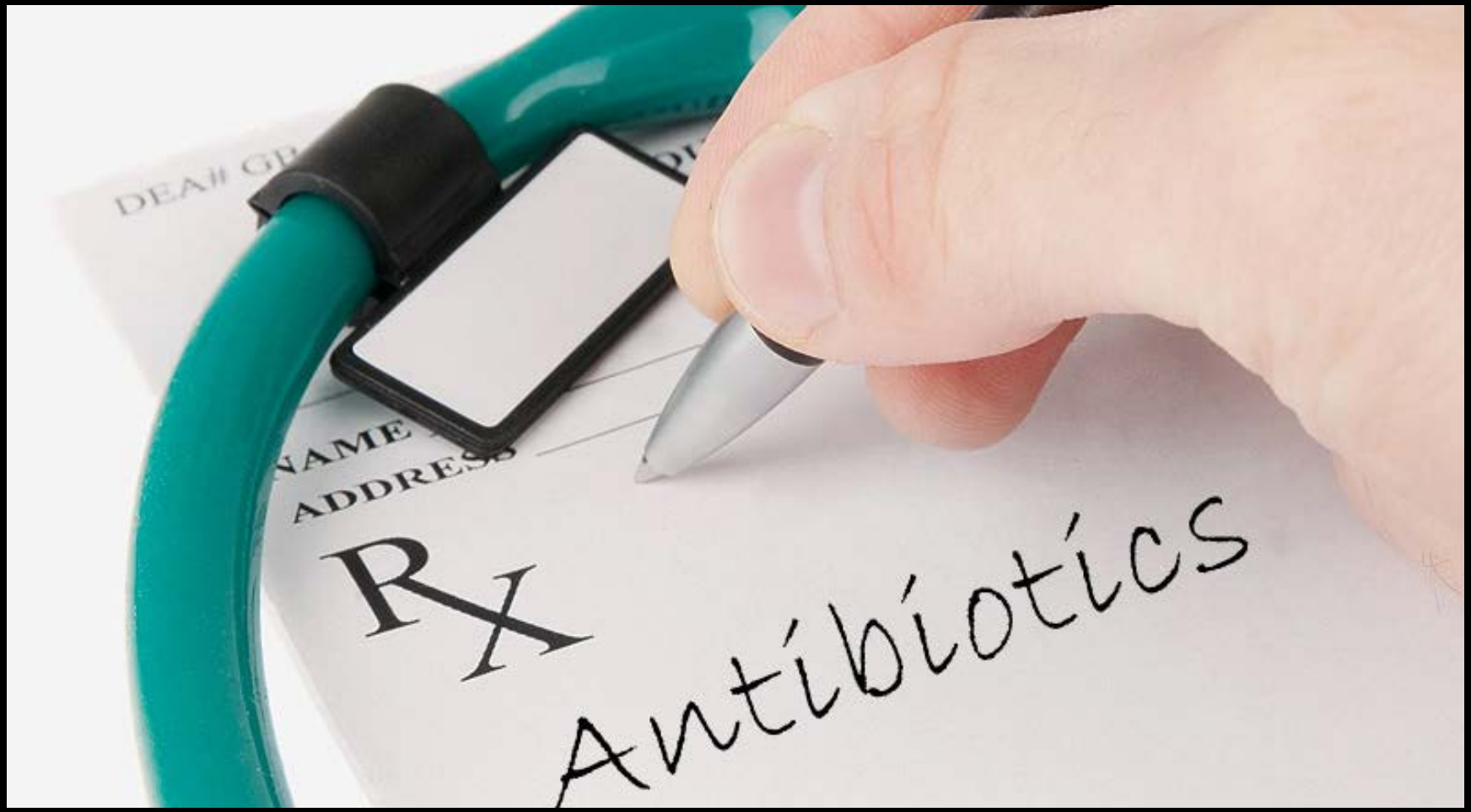
Responsible for:

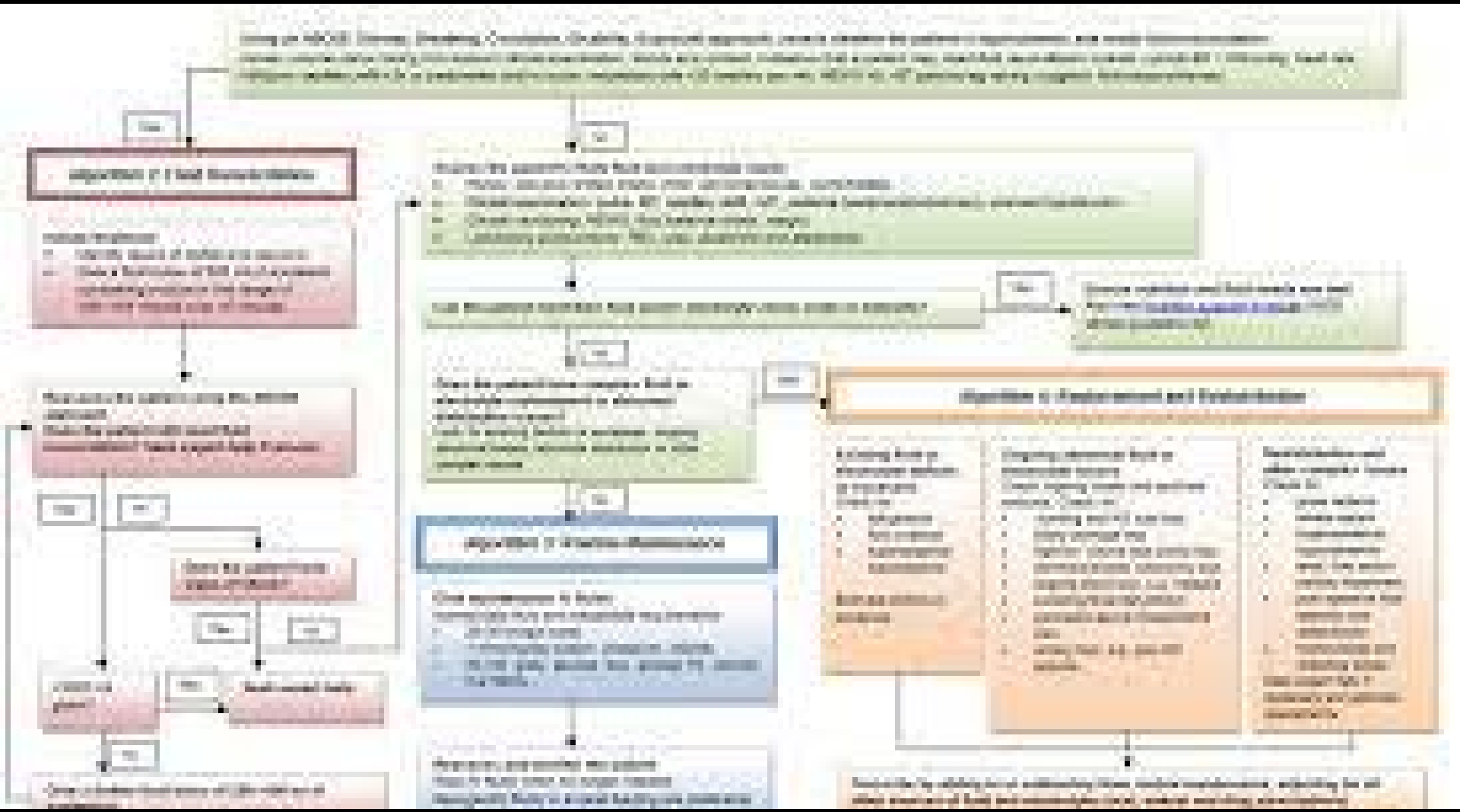
- Being a role model and mentor
- Understanding specific practices in your department, enablers and barriers to compliance
- Being the identified physician hand hygiene leader in your department
- Being involved in hand hygiene QI projects
- Identifying unique educational needs for your department
-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

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

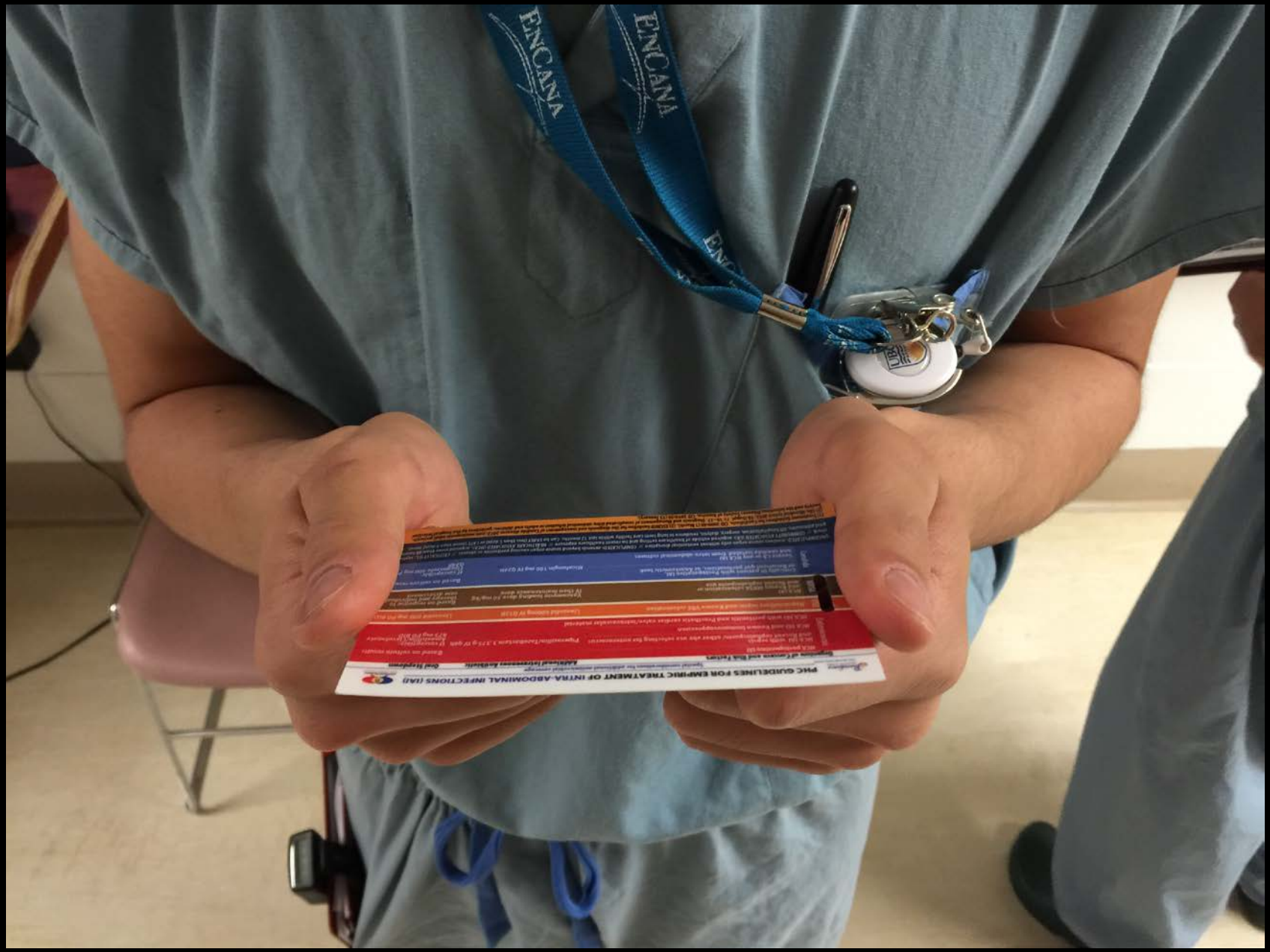
Anesthesia
Cardiology
CVT Surgery
Critical Care
Dermatology
Emergency Medicine
Family and Community Medicine
General Internal Medicine
General Surgery
Geriatric Medicine
HIV Medicine
Infectious Diseases
Nephrology
Neurology
Obstetrics and Gynecology
Ophthalmology
Orthopedics
Psychiatry
Respirology

Case 2 - Antibiotic Overprescribing





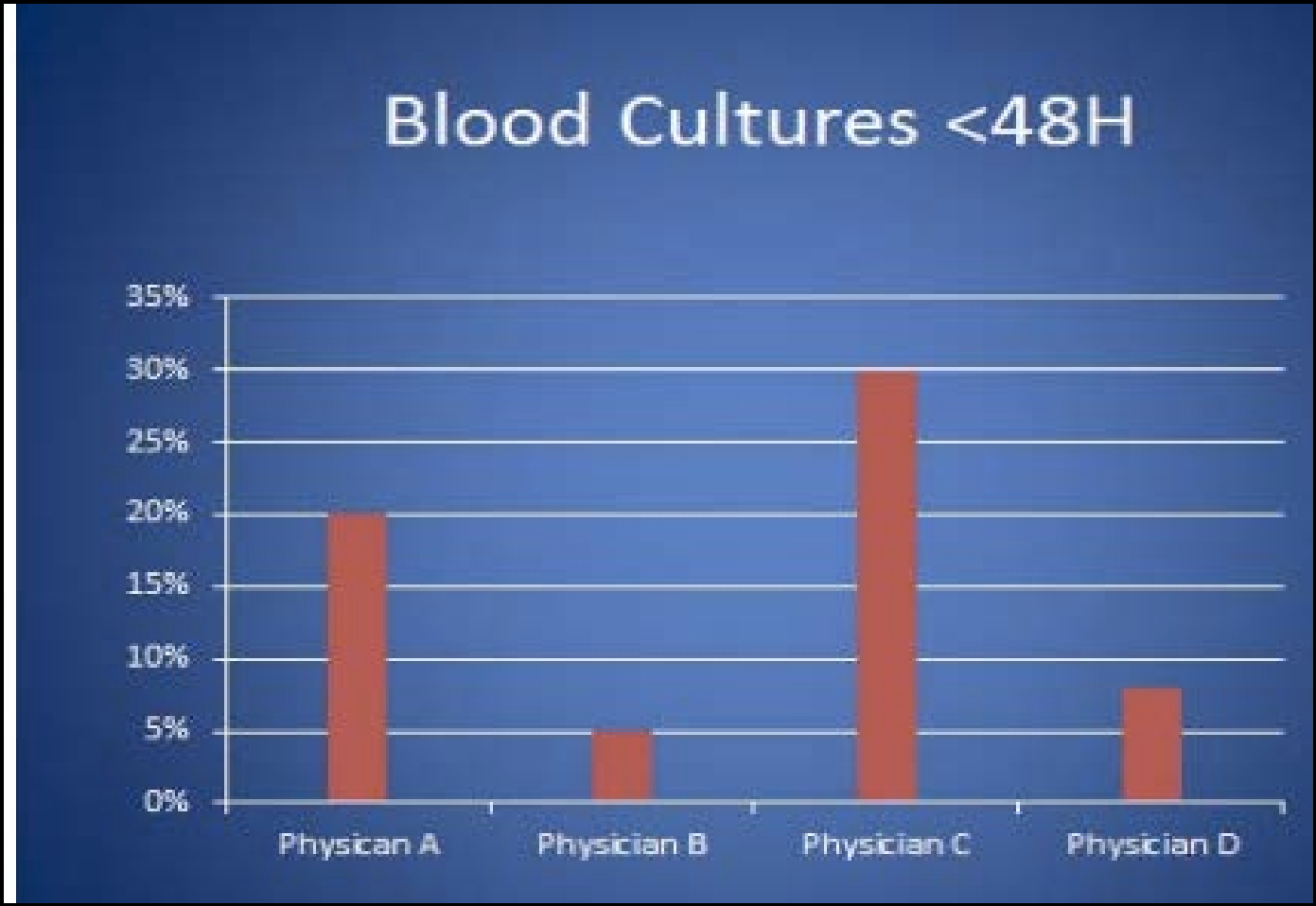
PHARMA dinners

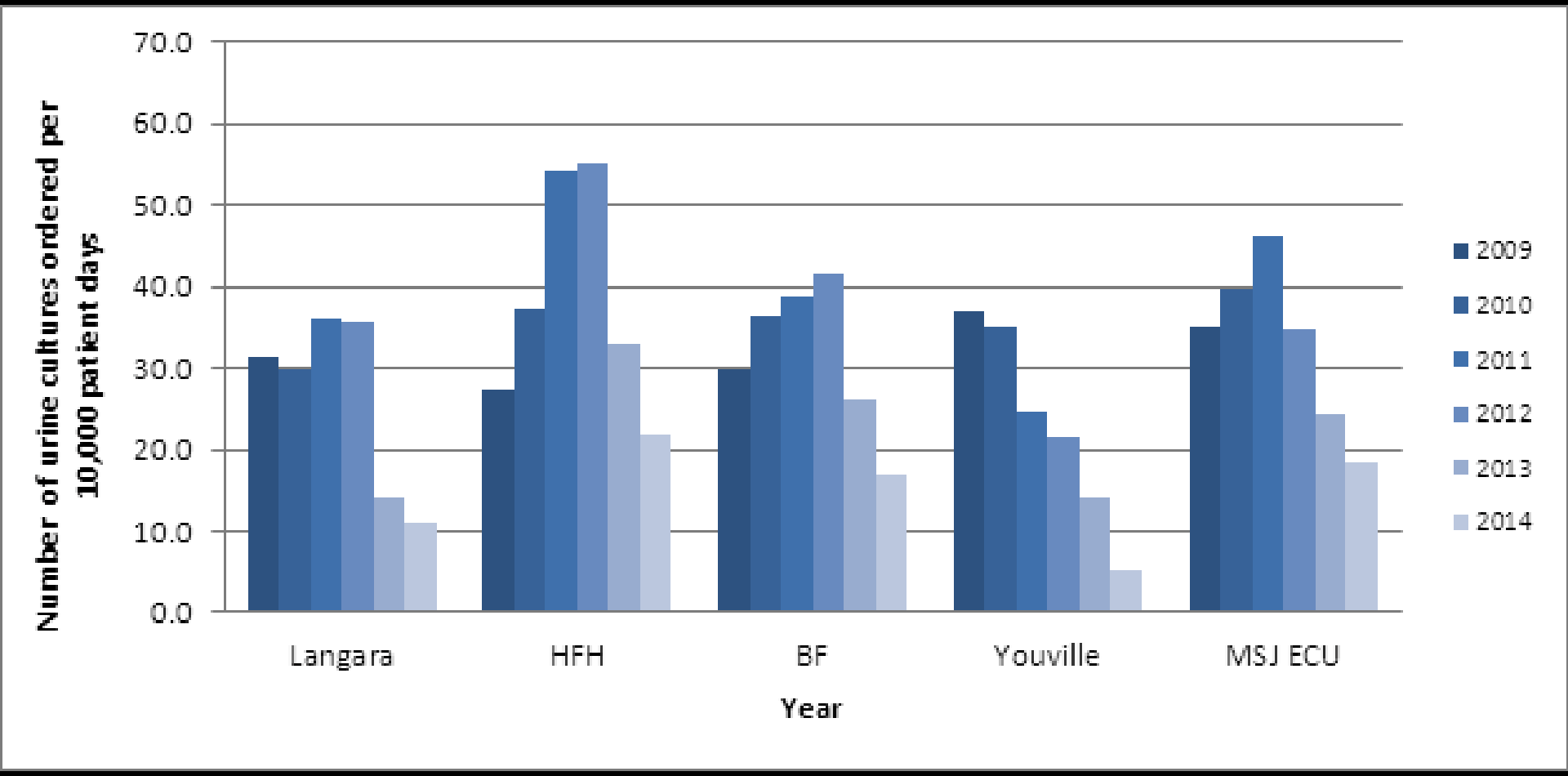

ENCANA
ENCANA

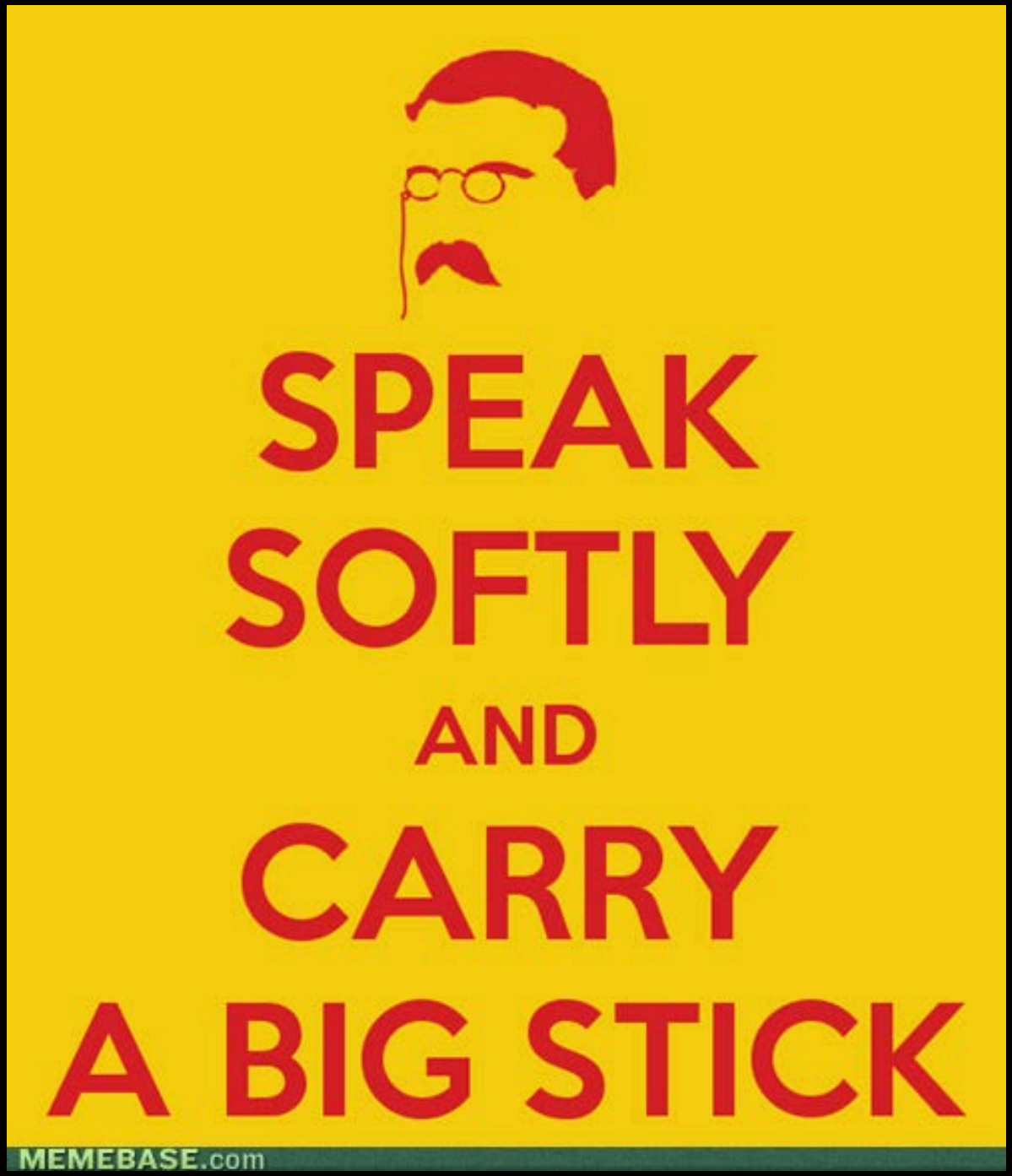
Nurses' Station 7B

Case 3

“For your information you are Physician C”




Number of urine cultures ordered per 10,000 patient days
70.0
60.0
50.0
40.0
30.0
20.0
10.0
0.0
Langara
HFH
BF
Youville
MSJ ECU
Year
2009
2010
2011
2012
2013
2014


SPEAK
SOFTLY
AND
CARRY
A BIG STICK
MEMEBASE.com