



**American College of Physician Advisors, Inc.**

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# **The Physician Advisor's Role With Physician Training**

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# Disclosures

- I have no direct or indirect affiliation with any product or company either financially or otherwise , pertaining to the content of this presentation other than serving as the current President of the American College of Physician Advisors as a non-employed, volunteer member of the BOD.



# Objectives

At the end of the session, the participant should be able to:

- Describe why Physician Advisors are well positioned to play a key role in providing physician education
- Identify several specific areas of physician education where the Physician Advisor provides a key role
- Outline several key methods of physician Education that provides the greatest impact for obtaining results

# Medical Staff Education

## 1. Define your target audience

- Departments
- Sections
- Groups
- Individuals

## 2. Use Data and Metrics

- Show and Tell

## 3. Demonstrate Value

- WIIFM





# Medical Staff Education: cont.

## 4. Selective Targeting

- High Volume
- High Cost
- High Opportunities



## 5. Achieve Medical Staff Leadership Support

- CMO, Chief of Staff, Department Chairs

## 6. Achieve Executive Team Leadership Support

- CEO, CFO, COO, CNO

# Medical Staff Education: cont.

7. Determine if Education is:

- Mandatory
- Strongly recommended
- Encouraged
- Voluntary
- Upon Request

8. Target Audience: General –vs- Specific

- Attending Providers
- Residents
- Midlevel Providers



# Is There a Difference Between Education and Training?

## How Do Providers Want To Receive Education?

### 1. May Need To Be Generation Specific

- Baby Boomers
- Gen X
- Millennials/Gen Y
- Gen Z
- Next Gen?



### 2. One Method Is NOT Good For All

### 3. Must be relevant and provide a meaningful purpose for physicians and providers.



# What are the “Best” Methods?

## 4. In general, best practice methods include:

- Demonstrate relevance and WIIFM
- Show their own specific data
- Show public data
- Provide learning resources
- Keep the message simple, brief and relevant
- Provide quick links to on the spot learning
- Use all available opportunities to teach
- Use all available resources (CDIS) To Teach



# Best Methods Cont.

- Identify Physician Champions in high volume or high opportunity areas
  - Hospitalists
  - ED
  - Cardiology
  - Surgery
  - Ortho
- Engage buy in from CMO – C-Suite – Chief of Staff
- Provide Constant Feedback



# Best Methods cont.

## Use of High Tech and Optional use of :

- Online Learning
- Real Time Links
- EMR Programs for CDI queries
- Smart Phone Applications
- BPA's (best practice alerts)
- Use CM and UM team as a teaching resource



# How Do You Convey Your Message To Providers?

May require coaching and scripting to staff:

**What Not To Say: Avoid “demanding” or “defensive” questions.**

➤ “Dr. Jones,..... you must sign the inpatient order now.”

**What To Say: Use helpful and constructive phrases.**

➤ “Dr. Smith, I need your help to comply with the CMS 2MN rule which requires the attending Physician to co-sign the inpatient order before D/C.....”.



# Why are Physician Advisors Valued as Educators?

- Interact with all disciplines on the medical staff
- Physician Advisors have administrative and medical staff leadership support
- Can help bridge the gap between clinical and non-clinical issues
- Can provide the education through “surrogates” such as the UM nurses, CMs, and CDIS team
- Have special training, experience and a fund of knowledge aside from clinical expertise
- Access to multiple providers on all different levels
- Can make the life of the provider easier and explain the rationale for regulations and requirements





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# **Thank You!**

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