

C-suite and PA Collaboration: Working Between Two Worlds

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My Talk in 1 Slide



**To be an effective collaborator you
must collaborate with two worlds**

Two Different Worlds

Physician

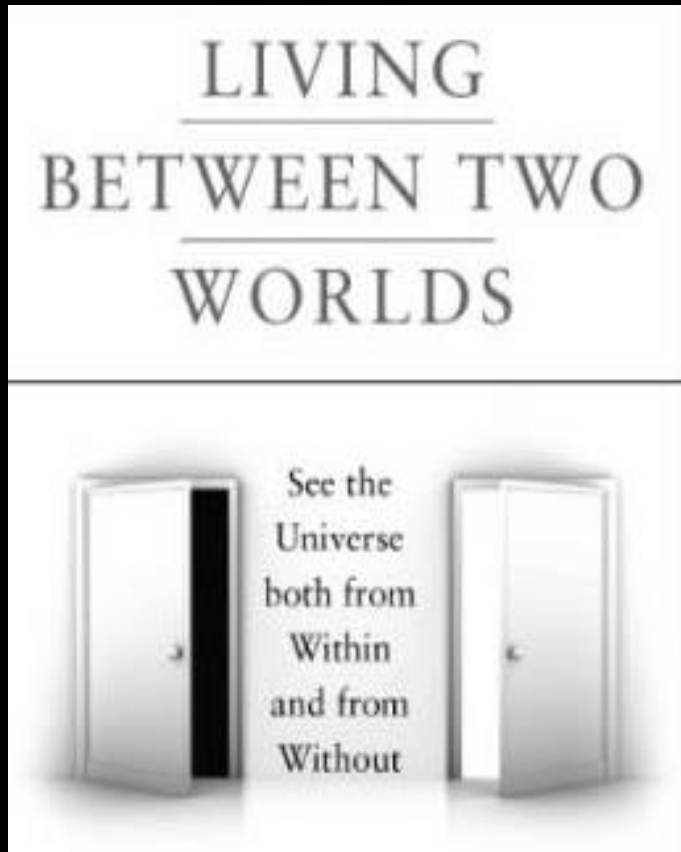
- **Doer**
- **Solution-oriented**
- 1:1 Interaction
- Always “on”
- **Decision-maker**
- Autonomous
- Patient Advocate
- Professional Identification
- Immediate Gratification



CEO

- **Planner/Designer**
- **Process-oriented**
- 1:Many Interaction
- Some down-time
- **Delegator**
- Collaborative
- Organization Advocate
- Organizational Identification
- Delayed Gratification

PA^s Live Between 2 Worlds



Doctor World

Disease, patients, treatment

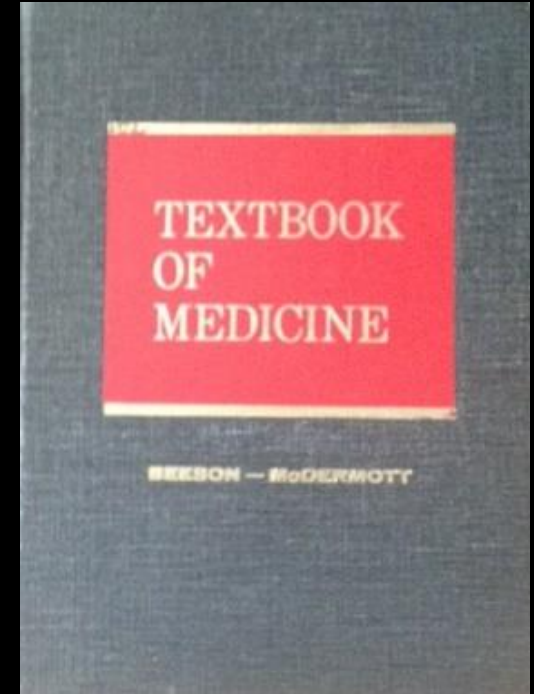
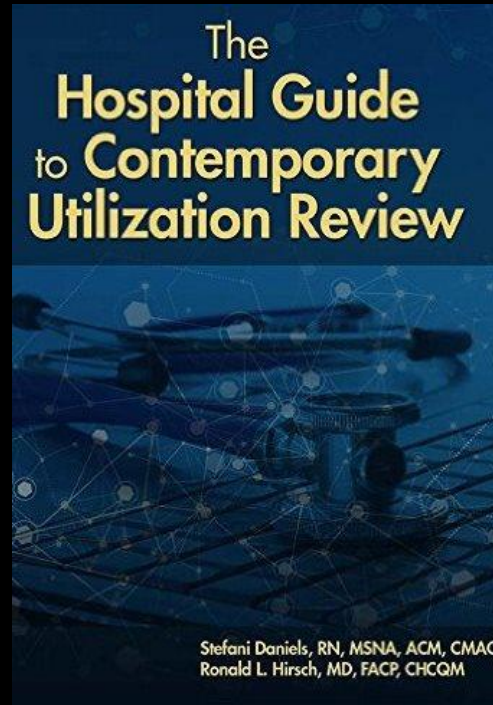
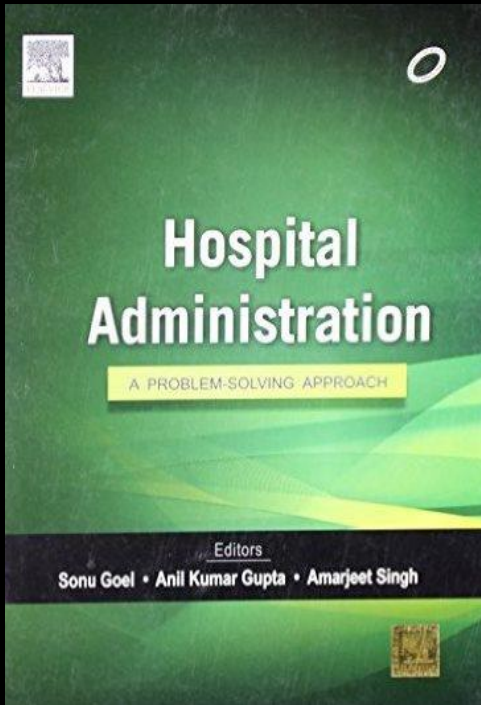
PA World

Utilization, providers, regulations

CEO World

Contracts, employees, solvency

PA is not a PhysAstrator

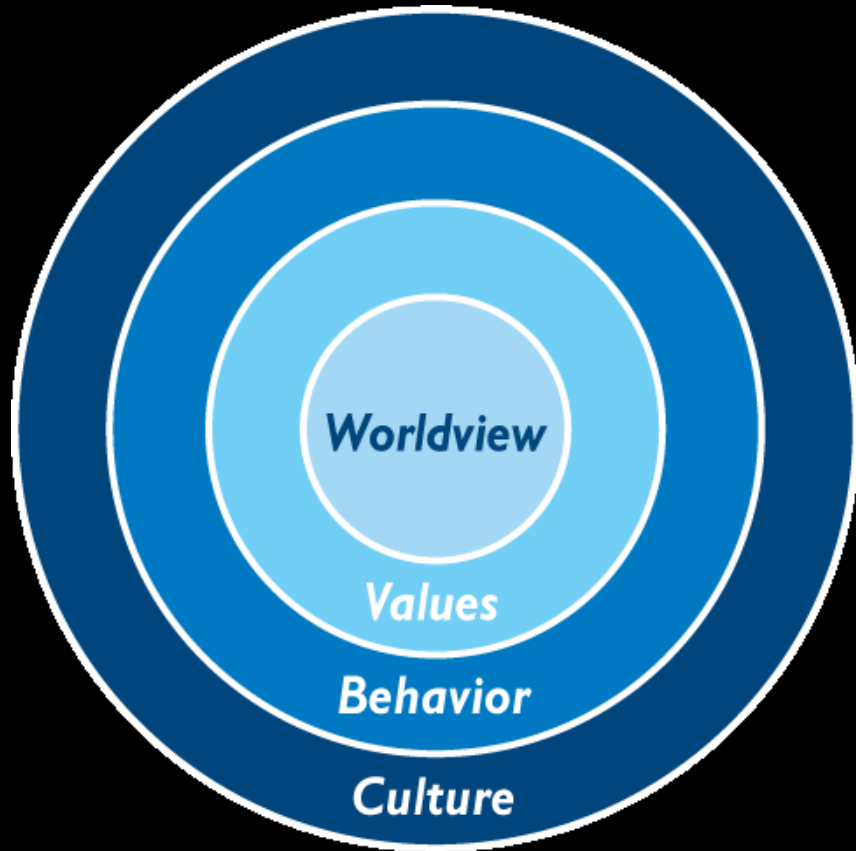


PA's world is not hospital management

PA's world is not patient care

PA's world is quality utilization

Know Their Worldviews



Each world has its own way of seeing things: worldview

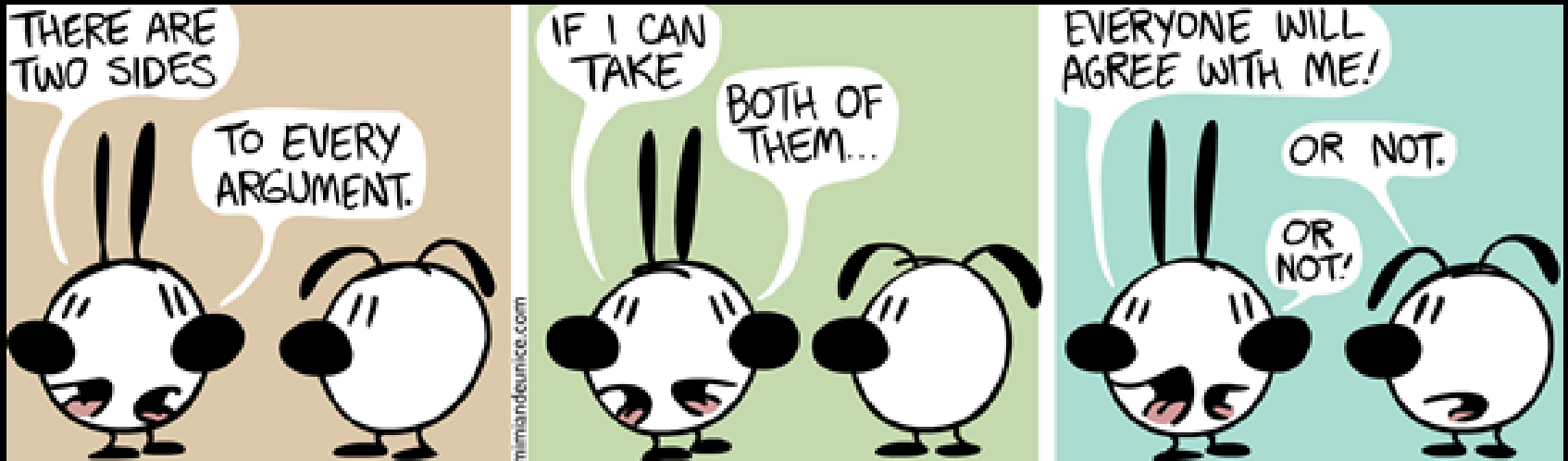
Different worldviews see the same facts differently

Know How You See Things



Always check on your worldview before opening your mouth because if you don't it can cause...

Double Talk



**Seeing both sides of a story is
not the same as seeing it both ways**

**The PA's job is to get others to see
the facts and benefits, this is called...**

Finding Common Ground



1. Identify the mutual needs & benefits
2. Show how doing hard things helps both
3. Acknowledge their concerns aka fears
4. Once on common ground always...

Look Both Ways Before Talking



Because common ground is not stationary

Always know where you are standing

You need to look both ways so you can....

Get Both Sides of the Story



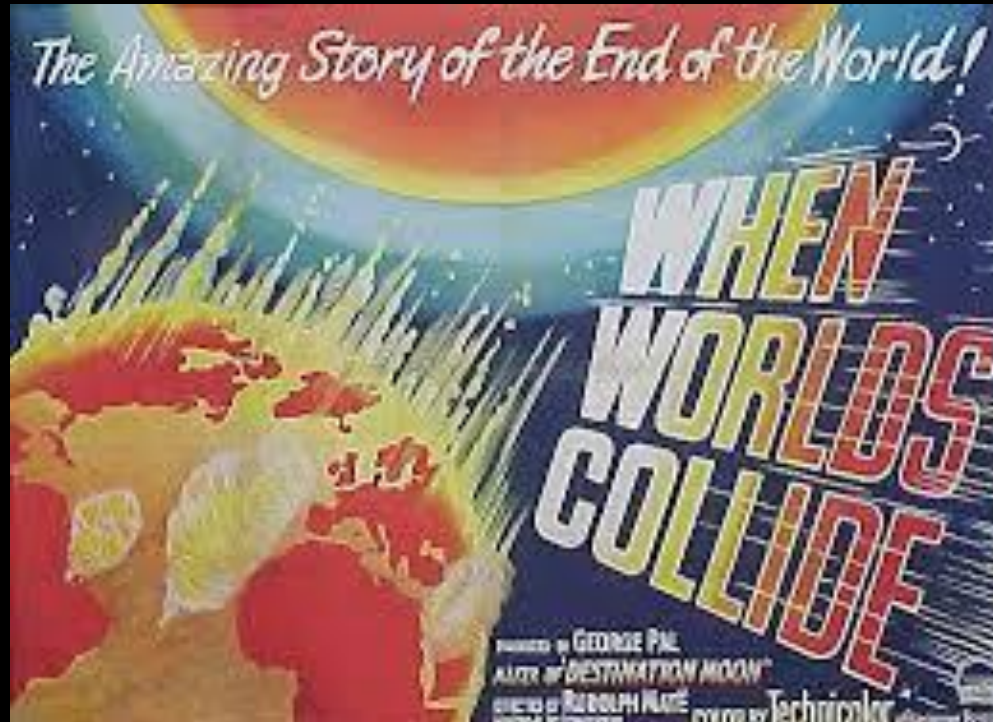
Learn the facts about the issue

There is always another side so

Know what both sides are and...

...what expectations are because...

Expectations Can Rock Your World



Never surprise an expectation!

1. Know where in the worlds you are
2. Know all the worldviews including yours
3. Know doubletalk when you speak it
4. Know where common ground is at all times
5. Know the facts of both sides of all stories
6. Know, expect, and respect expectations

**Lastly, do not let them execute
you for being a collaborator!**



The End