

## COMMUNICATING WITH BUSY DOCTORS

Doctors are stretched for time, so it is important to communicate clearly and effectively to cut through the information overload.

- Face-to-face is always the most effective way to communicate information to ensure it is received and understood. It can be supported by other information-sharing approaches such as email.
- Ensure information you share is relevant to physicians, and provides practical value for them in relation to patient care, their practice, and their work environment.
- Don't waste their time; be clear about who is doing what, why, and when.
- Be clear about WHY they should take time to engage in a) this information, and b) what you are asking them to do.
- Be clear about what is expected of them: when, how much time will it take, and what support they will receive.
- Give a lot of lead time when asking physicians to participate.
- If available, present evidence/data to support your case.
- Use quotes and testimonials from early adopter physicians that demonstrate value.
- Use visual communication for quick interpretation of data, processes, or relationships
- When writing:
  - Use fewer words, plain language – no jargon.
  - Use bullets, which are easy to scan.
  - Be brief and impactful.
- The messenger is key. Physicians will respond to those they trust – physician leads, peers, and colleagues – so it is they who should originate key communications and requests.
- Use multiple channels – face-to-face (always best), meetings, email, printed handouts/information distributed through mailboxes and at meetings. Ask medical office assistants to help filter emails and share information.