

Taking Action on Rankings



Endeavor





GETTING ORGANIZED

- **IMPRESSIONS** - What are your take-aways from these results?
 - **SCORING** - How calculated, how to address moving rankings?
 - **CONFIRMATION** – Is there really an opportunity to improve our scores?
 - **CADENCE** – How frequently will you meet?
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- **HISTORY** – What have we already done and what are the results?
 - **RESOURCES**– Who manages the data and how is it checked?
 - **DATA QUALITY CHECKS** – Why are there gaps between sources?
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- **CLARIFICATION** – What questions do you have for USNWR/RTI?
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- **ACTION** – What actions will we take to improve the score?
 - **IMPACT** – What reasonable leading indicators will we establish?



ALIGNMENT

- **EXPECTATIONS** – Will you take a quality stand instead of focusing solely on the ranking? How long do you expect any changes to take place?
- **FOCUS** – How much of an emphasis is placed throughout the year on these efforts? And multi-year – most measures are 3-year averages.
- **CONTROL** - What levels of oversight do you have in place to ensure any external data submitted aligns with your source(s) of truth, and strategic intent?
- **INCENTIVIZE** – How do you incent physicians/caregivers to align with the outcomes/experience measures in USNWR (and other rankings)?
- **ENGAGEMENT** – Who is on working groups with the ranking organizations? How well do your leaders understand the rankings?

SURVEY PROCESS

- **SUBMISSIONS**- What publicly reported data is being used (e.g., AHA)? How well do you report it? Who is responsible for pulling and checking that data? How well aligned are those teams who complete the report with your ranking task force?
- **BALLOTS** – Do you understand how the balloting works? Are your target physicians clear on the instructions?
- **ENROLLMENT** – are your faculty, alumni, referrers enrolled in Doximity? Do they know when you expect the ballots?
- **OUTREACH** – how personalized are your messages and contacts with community physicians? How engaged are your alumni?
- **DATA REVIEW** – How effectively is the ranking company tools (e.g., HDI) used today? Are you reviewing data compared to your competitors? To exemplars? Are you able to identify the actual sources of potential improvement? Do you know what the top scores are?



OUTREACH

- **TARGETING** – how well do you currently identify and reach to those who can influence the rankings AND referral volumes? Not all physician targets are created equal.
- **LISTS** – how do you currently integrate all payer claims data with your PRM?
- **COORDINATION** – how well coordinated is your outreach and marketing to external physicians? How are priorities set and should they be better focused on physicians who might influence referrals and rankings?



BRAND

- **PHYSICIAN BRAND BUILDING** – What social media presence do your physicians have? How well aligned are they with your strategic intent?
- **RESULTS** – How are your protocols shared? how are outcomes published internally and externally?
- **PUBLICITY** – How well resourced are your faculty to engage in professional associations and other outlets? Now that travel is restricted, are more resources being put toward digital engagement? To what degree are assets being repurposed?
- **REPUTATION MANAGEMENT** - To what degree do you manage online reviews? Other online reputation channels? Have you successfully claimed your online properties?



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