

Engaging Doctors in the Health Care Revolution

Summarized from: Levers of Motivation, Thomas H. Lee, MD, Toby Cosgrove, MD, Harvard Business Review

Motivation	How to apply it	Motivation in the context of opioid management changes	Example
To engage in a noble shared purpose	Appeal to the satisfaction of pursuing a common organizational goal	Decrease opioid use and addiction in the community	Samson Clinic launched a commitment to decrease the number of high-dose COT patients by 50% in the next 18-months
To satisfy self-interest	Provide financial or other rewards for achieving targets	Decrease clinicians' work load and stress during chronic pain visits	Pre-visit planning for chronic pain visits implemented by MAs including PMP check, checking for up to date UDT and patient agreement, and gathering patient education materials
To earn respect	Leverage peer pressure to encourage desired performance	Clinicians can compare their COT patient data with other clinicians'	Samson clinic produces a weekly report of each clinician's COT patients and their MED scores
To embrace tradition	Create standards to align behaviors and make adherence a requirement for community membership	All clinicians and staff are engaged in providing the highest quality care to COT patients, consistent with accepted guidelines	Regular reports are produced demonstrating clinic-wide adherence to guidelines, including any deviations or improvements