

June 2018

## MEDICAL STAFF NEWS AND MUSES

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It takes love to hold on when you want to let go. It takes love to let go when you want to hold on.

*Kate McGahan*

History will have to record that the greatest tragedy of this period of social transition was not the strident clamor of the bad people, but the appalling silence of the good people.

*Martin Luther King, Jr.*

Life is one big transition.

*Willie Stargell*

### **Newsletter**

**Owen Heisler**

We have recently had a review of communication techniques in Medical Affairs. This included a physician survey as to preferred methods of communication and how we can best add value in a crowded environment. We also reviewed the value add of the physician portal, especially in light of changes that will be upcoming with the Connect Care work. This is in the context of a multitude of other documents that are shared with physicians on a regular basis from a variety of sources.

After careful consideration and discussion with the ACO's it was felt that a regular newsletter from me is not a value add for physicians. Information is available from so many other sources that adding one more thing is not useful. What we believe to be more useful is maximizing local presence. We will be looking as to how Bob, Greg, Guy and Candace can provide more focused feedback to local constituents appropriate to the needs of the different physician groups over the next few months.

We will also be looking to incorporate the physician portal into alternate other existing or newly created platforms to further enhance its value in the future. For the meantime, we will continue to post all updates and keep the information as current as possible while we review what the best way forward is.

Thanks to all who took the time to read the Newsletter while it was created. I am always available via email to respond to any feedback or advice you have in regards to optimizing communication with Covenant physicians.

I hope everyone has a most restful and enjoyable summer. Our summers are short but so spectacular. I do hope you get time to enjoy with your families. For the last Newsletter, thought I would share the three quotes as above – talk about change and the importance to be part of the change; hope you enjoy.

Owen