

3 Ways to Build Relationships with Physicians Now

It is the opportune time to build relationships with physicians. As always, one answer does not fit all so leadership needs to assess each individual physician and the appropriate models with care and attention.

After more than two months into the COVID-19 pandemic, the situation for many independent practices remains shaky. Practices are struggling with:

- High stress among providers and staff
- Limited access to testing
- Procuring adequate personal protective equipment (PPE)
- Challenges with telehealth technology

In a new [survey](#) published by The Primary Care Collaborative (conducted May 15-18), more than half (55%) fear they are unprepared for the next wave of the pandemic. Short term infusions of cash in the form of PPP loans and/or advances from Medicare were helpful but only a band aid. Even though many practices have begun the slow process of reopening, it doesn't happen overnight. Patient anxiety and apprehension is resulting in continued delays and postponements in addressing chronic and preventive healthcare needs. The financial strain due to reduced patient volumes remains high.

Physicians are ready. Are you? ●

3 WAYS

TO BUILD RELATIONSHIPS WITH PHYSICIANS NOW

Independent physicians are financially challenged due to COVID-19. These physicians may find employment and alignment opportunities attractive now, even if they have not shown interest in the past. Health systems that can focus attention on developing relationships with these physicians will be at an advantage.

Lend a Hand

Offering practices operational support needed to return to active practice in COVID environment (e.g., giving immediate attention to patients with the highest need, improving telemedicine capacity, scheduling to provide for continued physical distancing, etc.)

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You're Hired

Developing employment relationships with those physicians who may have new interest

Provide an Alternative

Establishing professional services arrangements, especially with physicians who continue to resist the potential for employment