

Template for Abstract submission

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Stream: Hospital

Title of the dissertation: Framing clinician engagement models and key negotiation strategies for star clinicians across various specialties for upcoming 230 bedded hospital in Dwarka, New Delhi.

Abstract:

This descriptive study was conducted in 230 bedded Aakash Healthcare Pvt. Ltd, Dwarka, New Delhi from 1st Feb - 30th April 2017. Clinicians are the key drivers to the successful functioning, profitability & business of hospital. Good mix of doctors contribute to the brand building of the hospital & to provide the right mix of medical and surgical care to patients we need a multidisciplinary team. This team will form the basis of care for all patients availing out-patient and inpatient services of the facility. Also, the team will set the pitch of standard of care and services provided by the hospital and hence should be done after proper research & due diligence. In this study, we devised the engagement model for clinicians and tried to narrow down on number of doctors per specialty who will act as the key drivers for hospital business growth plan for which primary data was collected by conducting informal interviews with the organization staff and secondary data was collected from online journals, reports and articles addressing clinician engagement models. Three models were proposed for clinician engagement namely Full time, Part time /Visiting and Courtesy model. Also payout models and doctors mix for different specialties were suggested. The engagement of star clinicians were suggested only for key specialties if the hospital therefore, following key negotiation strategies were framed for Star clinicians -Dedicated OT's for Star surgeons, Dedicated OPD's for Star clinicians, Single unit model for star consultant, Higher MGs to ensure support during lean periods, Provision of existing team movement/relocation of their choice from their current practice to our facility and Arrangement of OPD slots and call days based on the preferences

and models proposed by star clinicians. Few recommendations were suggested before Selecting a Doctor and Engagement Model:

1. Doctor's background should be checked in terms of clinical outcome.
2. Ethics- in terms of exclusivity, commitment to the organization should be considered
3. Past employment record and reason for separation should be taken into account.
4. Last contract/s Term and Conditions – payout, MG, separation, and other contractual bindings should be taken into consideration
5. Attitude towards the organization and developing the department should be prime focus

Key words - Negotiation, Star clinician, Clinician engagement, Payout models, Minimum Guarantee (MG)