

T H E H A P P Y M D . C O M

THE QUADRUPLE AIM BLUEPRINT

Build a *System-Wide Wellness Program*--
Precisely Matched to Your Exact Circumstances

BY DIKE DRUMMOND MD, CEO & FOUNDER, THEHAPPYMD.COM

EXECUTIVE OVERVIEW



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Learn specific next steps to match your situation
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Benefits of the Blueprint Strategy:

- **RAPID DEPLOYMENT AND IMPACT:**
 - The Blueprint Strategy can be launched in as little as one on-site day and be producing tangible results in as little as one month.
- **PREVENT PHYSICIAN BURNOUT SYSTEM-WIDE:**
 - A permanent upgrade in your ability to prevent burnout with a system that grows organically to match your specific needs.
- **RAPID CULTURE CHANGE TO MORE SUPPORT, TRUST AND ENGAGEMENT:**
 - The process is designed for high visibility and rapid deployment to shift your workplace culture as quickly as possible.
- **SUPPLY ALL PROVIDERS WITH A “CANARY STRATEGY” FOR PERSONAL RESILIENCE:**
 - Complete your people’s medical education with the tools to recognize and prevent burnout. Equip all providers with an effective personal resilience strategy based on our field-tested trainings.
- **BUILD YOUR “COAL MINE” STRATEGY:**
 - The organization is in active collaboration with physicians to constantly de-stress the workplace.
- **LOWER BURNOUT RATES PRODUCE:**
 - Higher quality with fewer errors and malpractice risks.
 - Higher patient, provider and staff satisfaction.
 - Lower provider and staff turnover.
 - A DUAL Competitive Advantage.
 - Better Patient Care makes you the PROVIDER OF CHOICE with the payors in your service area.
 - Better Care of Your Providers positions you as the EMPLOYER OF CHOICE for the physicians in your service area.

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Structure and Areas of Focus

The Blueprint is a Burnout Prevention Strategy Engine deployed via your “*Burnout Prevention Working Group*”. This is a permanent committee of physicians charged to build and deploy your physician wellness strategy to match your system's unique situation.

Areas of Focus:

1. Education:

Complete your people’s medical education. Teach everyone how to recognize and prevent burnout. Equip all providers with their personal burnout prevention strategy. Normalize the conversation around stress, burnout, resilience and engagement.

2. Process Improvement:

Always be working projects to decrease provider stress produced by the systems of care and documentation. Survey your people. Let them tell you what is not working. Get on projects to fix these issues. Disseminate the innovations to the larger group. Repeat.

3. Crisis Management:

Do not allow doctors hit by bad outcomes, medical errors, malpractice suits, mental illness or drug/alcohol addiction to become isolated and fall through the cracks. Maintain a 24 hour, physician-specific crisis hotline and an awareness campaign for physicians and their families so everyone knows what to do in a crisis situation.

4. Cultural and Connection:

Maintain an active, fun, varied social calendar to enhance the human ties that bond your group. These human connections are the building blocks to the perception of “these people have my back”. They are the essence of a supportive culture in your group and so often are completely overlooked.

5. All wrapped in a Comprehensive Branding, Promotion and Awareness Campaign:

Ensure all providers are aware of what you are doing for them. You must let them know you have their back to ensure the Working Group avoids the “tree falls in the woods” syndrome. Working Group branding, brand awareness and a high impact communication strategy are essential.

BURNOUT PREVENTION WORKING GROUP

Education

**Process
Improvement**

**Branding &
Awareness**

**Crisis
Management**

**Culture &
Connection**

NEXT STEPS

NOW ... LET'S CUSTOMIZE YOUR BLUEPRINT — BUILD A TAILORED MATCH TO YOUR EXACT CIRCUMSTANCES

We will give you our best advice using [our experience with 175 organizations](#) of all sizes. Let's connect for a phone conversation so we can get to know your situation in detail.

**No Cost For This Custom Fit Call
No Obligation
And Completely Confidential**

Next Step:

Call my cell phone at 360-420-2100 and give me your availability
OR [Use This Form](#) to contact me directly

That's all for now. If you have any questions or concerns, please email me at dikedrummond@gmail.com

I hope to talk to you soon and share the power and simplicity of the Quadruple Aim Blueprint Strategy,

Until then, keep breathing and have a great rest of your day,



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