

# Wellness Champion Summit 2022



**Dike Drummond MD**  
TheHappyMD.com

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## Today's Objective

**Burnout Orientation**

**2022 State of the Industry**

**Best Initial Wellness Program Projects**

**Two Healthcare Megatrends**

**Team Based Care Eliminated Burnout a Decade ago**

**Networking and Share the GOOD, the BAD and the UGLY**

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## Dike Drummond MD Bio

MD Mayo Medical School 1984

Family Practice Residency, Redding, CA

40 doc multispecialty group, Mount Vernon, WA

- Executive Committee Chair

- Managed Care Medical Director

10 years in private practice

Career ending burnout 1999

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## Dike Drummond MD Bio

Executive Coach - Entrepreneur

2011 **TheHappyMD.com** Launch

20,000 site visitors/month

**Individual Coaching for Physicians**

3000 hours of 1 on 1 physician coaching

6 Certified Physician Burnout Coaches

**Training, Retreats & Consulting for Healthcare Organizations**

Over 40,000 physicians And 235 Wellness Champions trained

Over 175 corporate clients

**The  
Creative  
Destruction  
of  
Physician  
Burnout**

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## The QUADRUPLE AIM Physician Leadership Retreat

### Physician Wellness Champion Master Class

September 22 – 25, 2022

LIVE and VIRTUAL on ZOOM – No Travel Expense or Hassles

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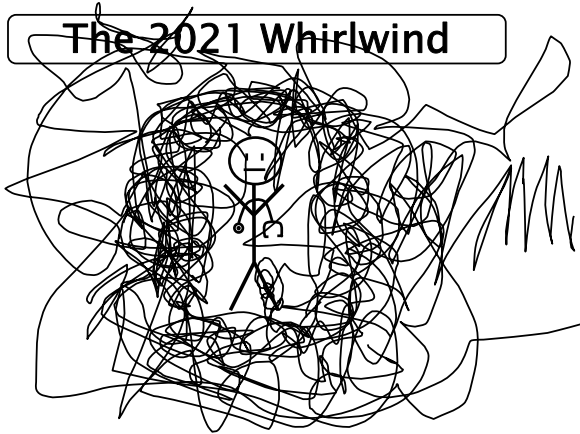
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## Angels Singing



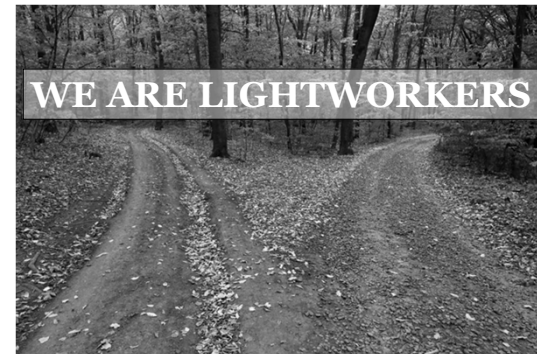
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## The 2021 Whirlwind



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## Lightworker's Fork



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## Slide 8

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**PH0**

Should it be before bust 3 burnout myths?

Penny Hsu, 2022-08-07T20:32:36.830

## Lightworker's Fork

You are a Lightworker  
AND a support to the  
Tribe of Lightworkers

### DOUBLE DUTY

Care For Yourself First  
And Model Wellness for our Teams



## Burnout Symptoms

- 1) Exhaustion
- 2) Cynical, Sarcastic, Venting
- 3) What's the Use?



"Survival Mode"

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## Burnout

*"Burnout . . .  
Is an erosion of the soul  
caused by a deterioration of one's  
values, dignity, spirit and will."*

- Christina Maslach -

## BAD for Patients

### LOWER

Patient Satisfaction  
Quality of Care

### HIGHER

Medical Error Rates  
Malpractice Risk  
Physician and Staff Turnover

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## BAD for the Doctor

### INCREASED

Disruptive Behavior  
Physician Divorce  
Alcohol and Drug Abuse / Addiction  
Suicide

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## Symptoms and Root Cause

### LOWER

Patient Satisfaction  
Quality of Care

### HIGHER

Medical Error Rates  
Malpractice Risk  
Physician and Staff Turnover

### INCREASED PROVIDER

Disruptive Behavior  
Physician Divorce  
Alcohol & Drug Abuse / Addiction  
Suicide

**S Y M P T O M S**

**BURNOUT**

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## Burnout Prevalence ??????

50% or more  
In ALL healthcare workers  
The STATE OF THE INDUSTRY IS

**NOT GOOD**

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Question:

How do we  
Prevent Burnout ?

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### A Fundamental Distinction

Understand this first ...

Burnout is  
NOT  
A  
“PROBLEM”

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### Problem vs. Dilemma

Problems have solutions

Problem + Solution = No Problem!

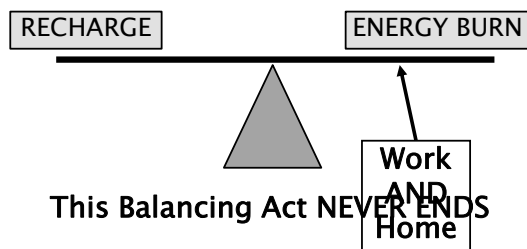
**Burnout is not a Problem**  
**It is a DILEMMA**

A Never Ending Balancing Act

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### Problem vs. Dilemma

The Balancing Act



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### Problem vs. Dilemma

You can't solve a DILEMMA

Because it is Not a Problem

You must build a **STRATEGY**  
to maintain  
the **BALANCE** you seek

3-5 NEW Actions  
Make them HABITS

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## Parallel Burnout Strategies



**Canary**  
Personal  
RESILIENCE



**Coal Mine**  
Organization  
SYSTEM DESIGN

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## Coal Mine Strategy

### THE QUADRUPLE AIM

- 1 - Cost
- 2 - Quality
- 3 - Population Health
- 4 - The Health and Wellbeing of  
The People Providing Care



The  
Triple Aim

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## Coal Mine Strategy

### THE QUADRUPLE AIM

- Leadership
- Collaboration
- Caring About the Caregivers
- Building Efficient/Low Stress Systems
- And a Culture of Trust and Support

*"What effect does this have on the health and wellbeing of our people?"*



Question:

**What are the Benefits of the  
Quadruple Aim ?**

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## Quadruple Aim Benefits

**Making Health and Wellbeing a Priority  
Prevents Burnout  
And Attacks the Root Cause of ...**

### LOWER

Patient Satisfaction  
Quality of Care

### HIGHER

Medical Error Rates  
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### INCREASED PROVIDER

Disruptive Behavior  
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Suicide

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## Quadruple Aim Benefits

### A Triple Competitive Advantage

#### 1) Better Patient Care ...

makes you the *Provider of Choice*  
in the eyes of the *Patients & Payors*

#### 2) Healthier Culture ...

makes you the *Employer of Choice*  
in the eyes of the *Independent Doctors*

#### 3) Higher Levels of Trust ...

make you more *Nimble, Stable* and *Profitable*  
than the *Competition*

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## 2022 State of the Industry

- Healthcare
- Physician Wellness

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## TheHappyMD.com

**Since 2010, Google Positioning Provides a  
Bird's Eye View on Three Levels**

- Physician Distress
- Physician Wellness Leader Angst
- Senior Leader Desires

**Completely different viewpoint than what you  
see on Social Media**

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## State of Healthcare

Stress and Burnout Worse  
 Industry Consolidation Continues  
 Retail Medicine  
 The End  
 The rise in Risk Models  
 Private Equity Vampires Lurking

**COVID**

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## State of Physician Wellness

\$103M in Burnout Prevention HRSA Grants  
 Wave of "Burnout is Bad" Papers  
 AMA / NAM / AHA  
 Hourly  
 Burnout  
 Physician Coach Wave Continues  
 A.I. Always Touted as Burnout Prevention

**Stress and Burnout  
 WORSE**

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## 2 Best Wellness Projects to Launch Your Strategy

## FIRST PROJECTS

- 1) The MAGIC BOX:  
 If you DO NOT have RFID Tap-and-go login
  - Get the Boxes,
  - Put your Committee Label on each one
  - Launch with full fanfare
  - Track clicks saved -> Newsletter  
 Announcements every month until the end of time
  - "No Money" – Look to your Foundation

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## FIRST PROJECTS

### 1) G.R.O.S.S. Project

#### Get Rid Of Stupid Stuff FIRST – Make Room

- A Contest
- Everyone plays
- Nice Prizes
- Pick one and go
- Have a Metric
- Report out the savings
- REPEAT

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## Two Healthcare Megatrends That SHOULD BE WELLNESS DRIVERS

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## MEGATREND ONE

### Aging Population Demographics

#### Patients AND Doctors

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## Workforce By The Numbers

**42%** Increase in Population Over 65 by 2034

**124,000** Projected physician shortage in 2034

**2 in 5** Physicians practicing today will be over 65 by 2030

**850,000** Number of today's nurses retired by 2030

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## MEGATREND TWO

**Massive Support Staff Shortages**

**“The Great Resignation”**

**Fierce Competition for MA’s,  
Reception and Entry Level Workers**

**Dick’s Drive In**



## METRIC FOCUS

- The Boomer Doctor & Nurse Retirement Cliff
- And Chronic Support Staff Shortages

**Will FOCUS the Attention of Leadership  
On One of the Effects of Burnout**

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## The Kingpin Metric

### LOWER

Patient Satisfaction  
Quality of Care

### HIGHER

Medical Error Rates  
Malpractice Risk  
Physician and Staff Turnover

### INCREASED PROVIDER

Disruptive Behavior  
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Suicide

## The Kingpin Metric

### Recruitment & Retention

We must build efficient systems of care  
And a supportive culture

To become the *Employer of Choice*  
In your geographic region

**An INSTANT ROI for your Leadership Team**

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## QUESTIONS

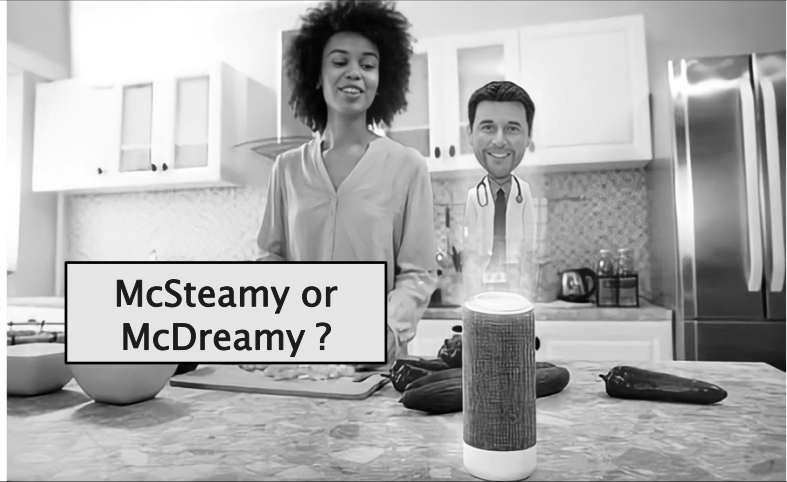
How Many Millennial Physicians  
Does it take to Replace a Boomer Doc?

**Is it a 1:1 ratio?**

(Keep in mind the projected 124K shortage!)

What does healthcare delivery look like  
in 2032 ??

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**McSteamy or  
McDreamy ?**

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## A Wellness Success

A decade ago, a Family Doc – Peter Anderson MD –  
launched the first successful outpatient team- based  
care model, eliminating burnout and turnover for the  
doctors and staff.

**The Breakthrough?**

**Match the *Hands On Deck***

**To the *Work At Hand***

[TeamCareMedicine.com](http://TeamCareMedicine.com)

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## A Wellness Success

**This model has been tweaked and proven equally  
effective by two additional pioneers**

**Jim Jerzak MD at BELLIN Health in Wisconsin**

**Corey Lyon MD at University of Colorado:**

**APEX Program**

**Make sure to use his *CFO Metric Set***

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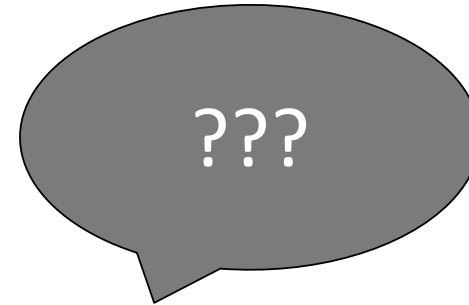
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**QUESTIONS/COMMENTS**



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**QUESTIONS/COMMENTS**

"What are some things I can do right now to support my colleagues in well-being.

No budget, no recognition from leadership, just me and my passion.

I want to really start helping them, but not sure where to start."

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**QUESTIONS/COMMENTS**

**First Steps:**

Circle your wagons

Take care of your team first

Huddles

Monthly staff meetings

Tell Your Story First – Good, bad and the Ugly

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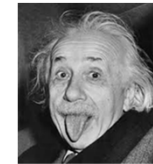
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“The definition of insanity is  
doing the same thing over and  
over and expecting a different  
result”

Albert Einstein



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“To take joy in the well-being  
of others is to share in the  
riches of the world”

B.K.S. Iyengar



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