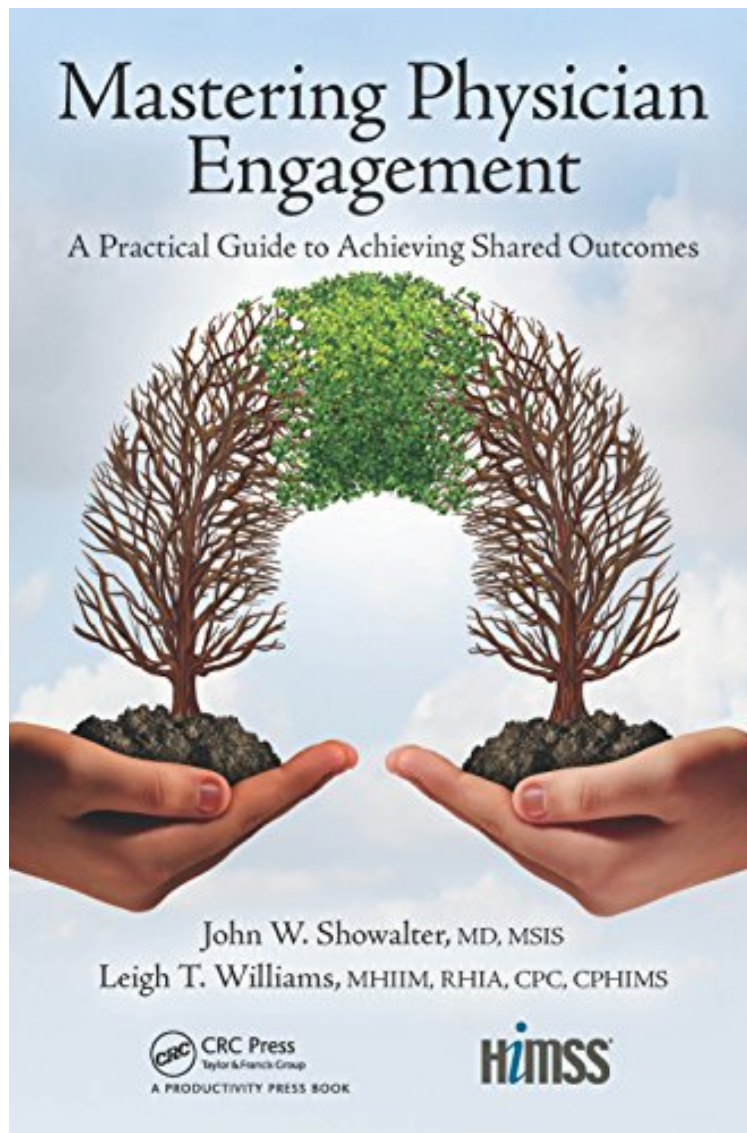


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Mastering Physician Engagement: A Practical Guide to Achieving Shared Outcomes (HIMSS Book Series)

MD, MSIS, John W. Showalter, MHIIM, Leigh T. Williams
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Twenty-first century healthcare will be defined by better care, smarter spending, and healthier people. All eyes are on technology as the means to drive down costs and improve efficiency, enabling physicians to deliver care in a way that realizes the vision of a healthier planet. The transition from the acute care focus of the 20th century to the quality and data-driven organizations of tomorrow requires incredible effort and collaboration between all members of the healthcare community. Healthcare professionals are challenged to understand and rapidly adapt to new business models while achieving improved patient care and health outcomes. Physician engagement with the whole community has never been more important than it is today. *Mastering Physician Engagement: A Practical Guide to Achieving Shared Outcomes* explores strategies and tactics for engaging physicians in a meaningful way in a broad spectrum of change initiatives. Using proven techniques to create alignment with physicians, this book delivers practical approaches for effectively: *Fostering engagement in revenue cycle, information technology, and population health initiatives* *Creating a data-driven culture* *Training physicians on new technologies and workflows* *Communicating insights and metrics* *Identifying and presenting return on investment* *Developing and achieving common goals*

About the Author Dr. John Showalter, MD, MSIS is a practicing internal medicine physician and chief health information officer at the University of Mississippi Medical Center. Also board certified in Clinical Informatics, John leads UMMC's Center for Analytics and Clinical Intelligence. He lives with his family in Jackson, Mississippi. Leigh Williams MHIIM, RHIA, CPHIMS, CHCIO-Eligible is the senior health information technology leader responsible for business applications at the University of Virginia Health System and instructor of health informatics at the University of Mississippi. A veteran revenue cycle executive, she has served in leadership roles for both physician practice and hospital revenue cycle operations. Leigh lives with her family in Charlottesville, Virginia.