



General Categories

Benchmarking

Accrediting/Quality

Anesthesia

Bariatric Surgery

Building/Renovating

Business Management

Code/Bill/Reimburse

[Home](#) > [Archive](#) > [Surgical Construction Guide](#) > 2008

Tools

[Email](#) 

[Print](#) 

Font-Size  

hide tools

Pointers from the Pros

Free advice from outpatient surgery development experts.

Stay In Close Contact With Your Docs

Don't forget that physicians are your primary customers. Make a routine, conscious effort to keep them informed about all key aspects of your surgery center. Seek their informal and formal input about how the facility is operated. Never inadvertently take any physician for granted or make him feel out of the loop. Some ways to this are:

- Prepare a monthly report for the board. This should provide an update on all financial and operational matters over the past month as well as a category dealing with board education and industry developments. You can also send a copy of this report to the physicians and other key players at your facility.
- Give the physicians copies of the board minutes or standing committee minutes.
- Distribute summaries of patient satisfaction surveys.
- Send out electronic newsletters to highlight your facility's activities.
- Conduct an annual physician satisfaction survey and report the results to all the physicians.

These ideas may not be profound, but the consequences of neglecting physicians can be. The goal is to routinely communicate to make all the physicians involved feel an individual and collective sense of ownership for the facility.

John Smalley

Healthcare Venture Professionals

Franklin, Tenn.

jsmalley@hvpros.com