

# 20 Tips For Physician Communication & Collaboration

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ThoughtSpot  
TRADESHOW

# Faculty Disclosure

- Marsha Millonig reports no actual or potential conflicts of interest associated with this presentation



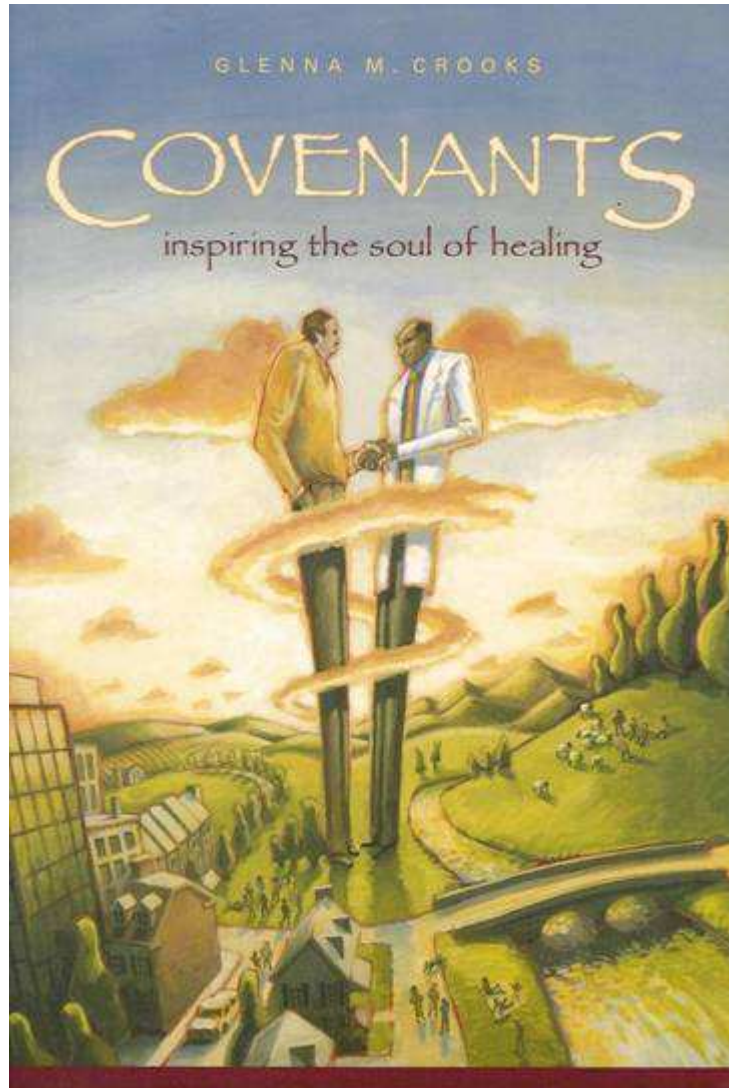
# Learning Objectives

- ✓ Describe the components upon which a collaborative relationship is built.
- ✓ Explain the common techniques that physicians use to establish trust among themselves and other collaborators.
- ✓ List the elements that contribute to a physician/pharmacist driven collaborative drug therapy management program.
- ✓ Describe elements of pharmacy practice that must be better understood by a physician for a collaborative relationship to exist.
- ✓ Describe tips and tactics that will work best to improve the professional relationships between physicians and pharmacists.
- ✓ Describe tips and tactics that would work best to improve the professional relationships between physicians and pharmacists that can be impacted by pharmacy technicians.

Mike Kopsa, The Denver Post

EVERYTHING WAS GOING JUST FINE.  
WE HAD AN UNDERSTANDING... A  
GOOD RELATIONSHIP... BUT THEN YOU  
RUIN IT ALL BY GOING OUT AND  
GETTING SICK!





In a covenant the responsibilities, roles, and relationships are not as well defined as in a contract.

In a covenant the welfare of society is protected but in a contract only two parties are protected.

In a covenant, a bond between the healer and the sick.

Today, healthcare may be contractual in nature. Patient needs can be left behind without team-based care.

What is the common covenant that binds pharmacists and physicians together?





*...helping patients...*

# Why care about the relationship between pharmacists and physicians?

- People are dying everyday



- ADRs are the 4<sup>th</sup> leading cause of death
- Opportunity for optimal use of pharmaceuticals & enhanced drug therapy management

Institute of Medicine, National Academy of Science 2000



# *Everybody Needs Your Help*



# The case of Mary Simpson Pharm.D.



# Questions Mary needs answered

- What made her believe Dr. Dall would welcome her as a collaborator?
- What has she done to establish trust and confidence between her and Dr. Dall?
- What “homework” does she need to do to better her case to Dr. Dall?
- How can she prove to him that it is “safe” to work with her?

# Everyone needs pals and partners

- An old message for modern times
- “This ain’t a one man team Kid, you ain’t gonna win unless you get a good team behind you”
  - Voice of Richard Petty to Lightning McQueen in the Pixar movie CARS



# Bringing Cultures Together & Building Teams

- Changing health care delivery models
- Medical homes
- ACOs
- Team-based care
- Quality-driven
- Collaborative drug therapy management

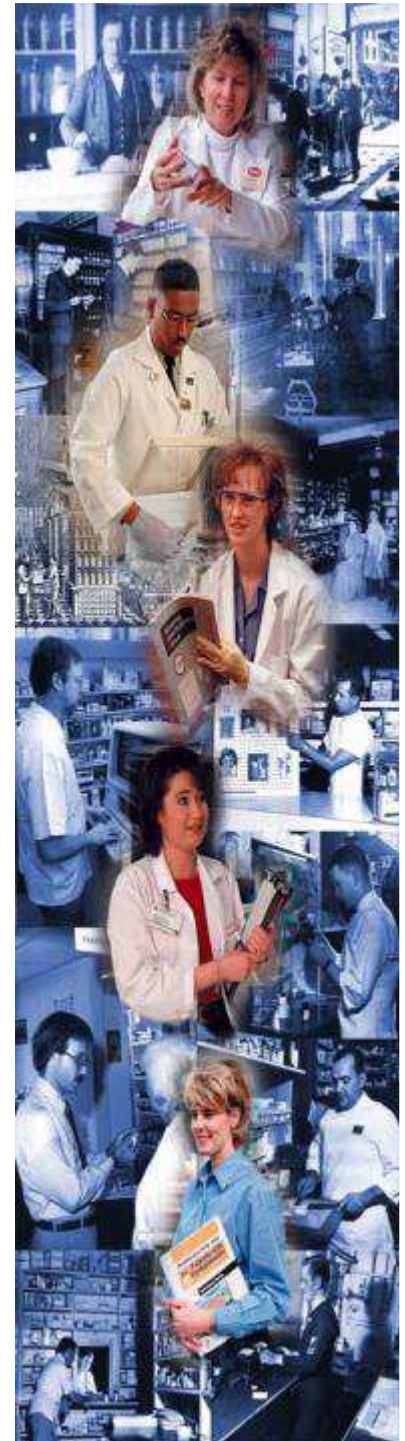
# Finding Shared Goals and Values

What are the building blocks of professional relationships and trust?

- Values
- Attitudes
- Training/education
- Confidence
- Adherence to professional ethics

# Professional Values

- Help us work on relationships with others
- Identify how we best fit into any professional environment
- Identify how we would like to be of help to others
- Identify how we set priorities to find personal and professional fulfillment





Know you have provided value beyond the prescription

“Life is very rich when you live out your values.”  
*Mary Louise Anderson,  
APhA Remington Medalist*





# How do physicians collaborate with a colleague?

- Competency and trust are assumed
- Seek input from one another
- Allow each other to do their jobs without unnecessary oversight
- Try to learn from success and failure, then move on

# What about physician-pharmacist relationships?

- Studies point to these relationships are being driven by “trustworthiness”
- Consistent behavior over time is the usual trademark for initiating a relationship or looking for support
- Informal dialogue starts a formal collaboration

# A tremendous opportunity exists to make a difference...

...Patients receive proper diagnosis and treatment only 55% of time.

NEJM June 26, 2003

...96% of physicians felt that diagnostic errors are preventable while half said they encountered at least one per month.

Sandra Boodman, "Doctors' Diagnostic Errors Are Often Not Mentioned But Can Take a Serious Toll," Kaiser Health News, May 6, 2013

***Thank You from***

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