

How to Develop Your Clinical Communication Governance Strategy

Clinical communication is more than HIPAA-compliant texting. It's the efficient navigation of complex workflows to support clinicians throughout the care continuum. As it evolves, it's important to develop a governance strategy that establishes the standards necessary to create the communication reliability your team needs.



STEP 1: Form a Committee

- All user groups represented.
- Set a schedule to meet at least once per month.
- Garner support from MedExec for managing non-compliance.

STEP 2: Identify Desired Outcomes

- Determine what clinical outcomes are desired.
- Decide goals for increases in clinician and patient satisfaction.
- Establish the clinical workflows that are key to optimizing outcomes.
- Set benchmarks for reducing "click fatigue," burnout, and attrition.



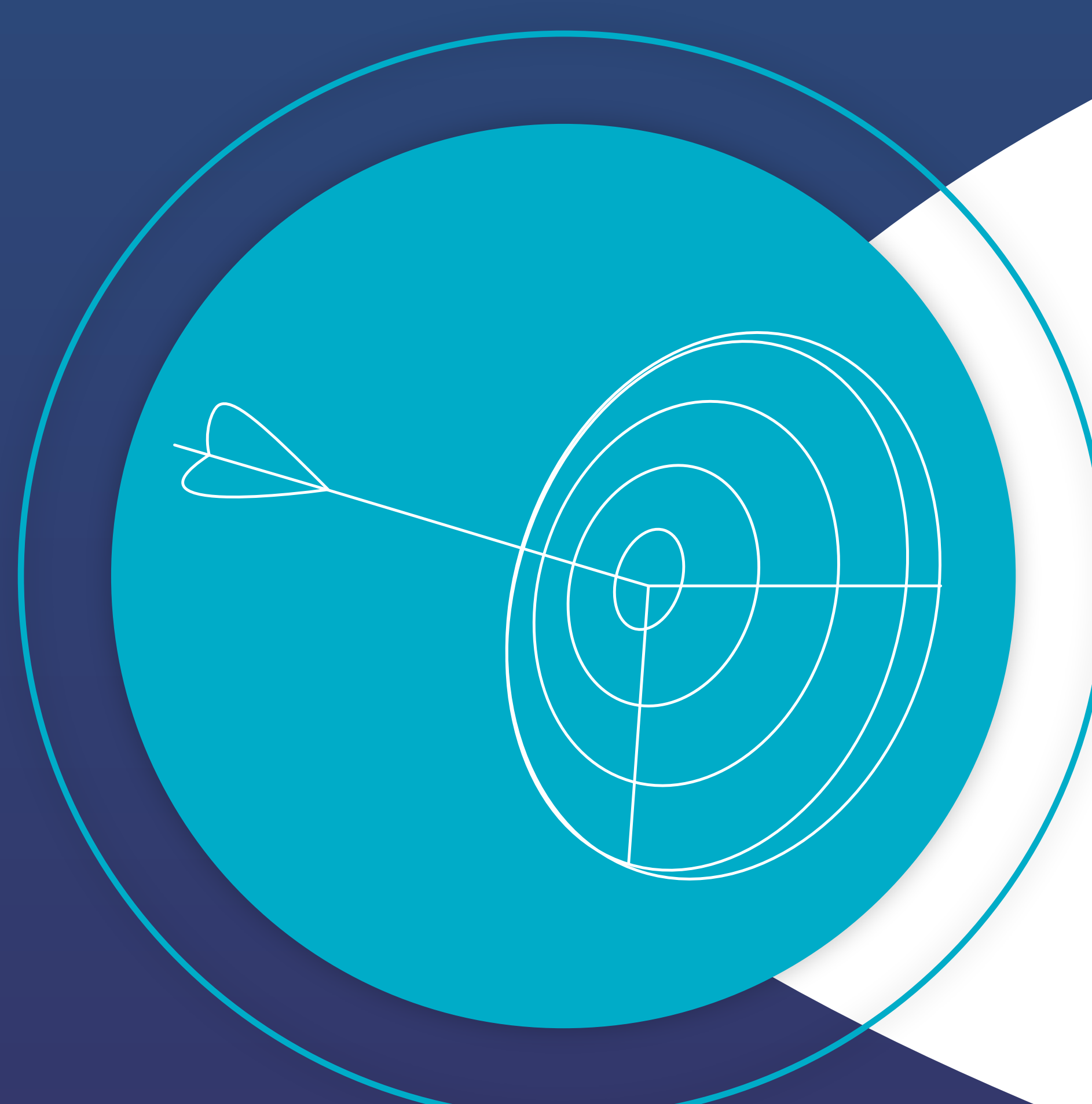
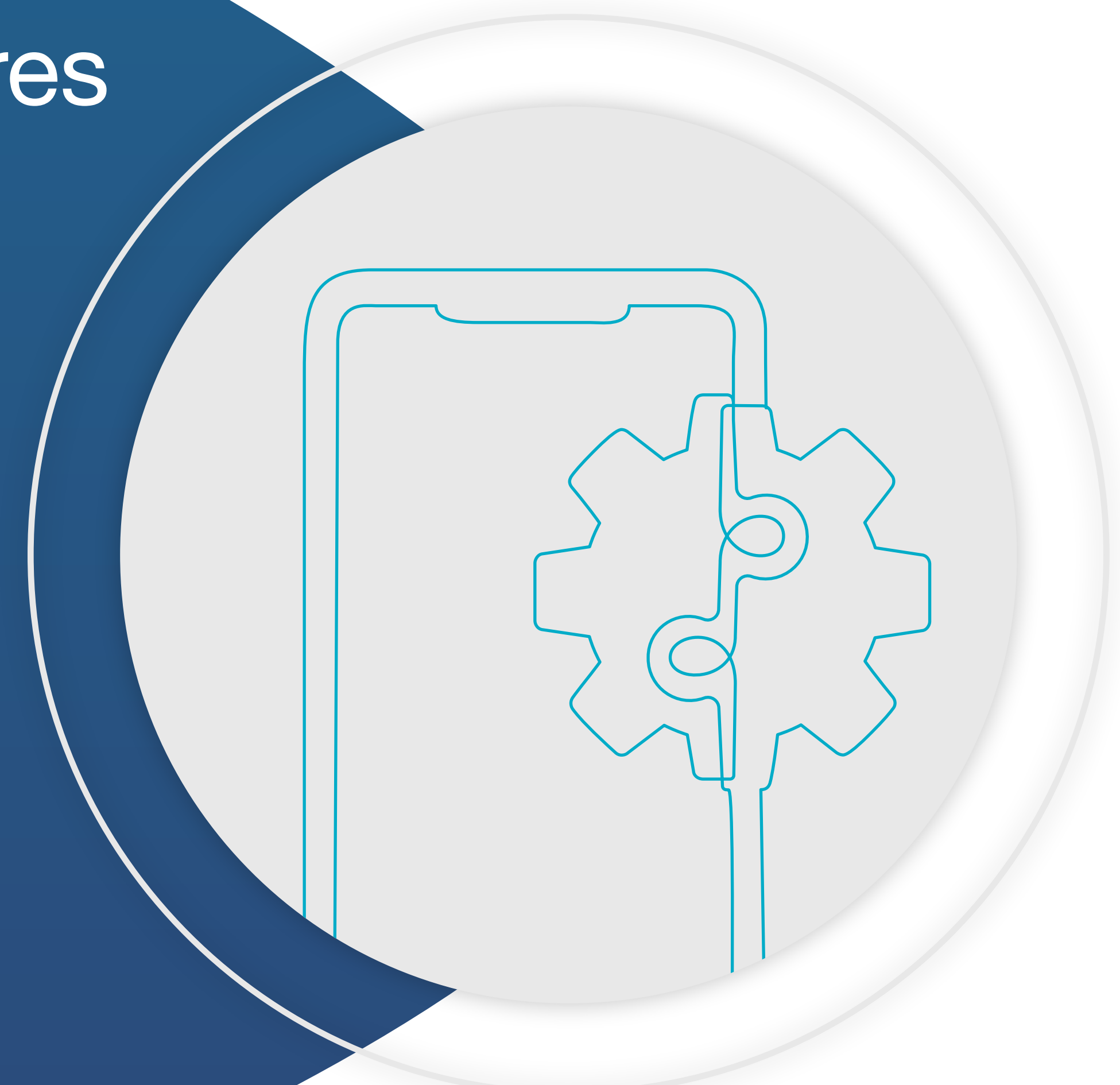
STEP 3: Establish Phases of Deployment

For example:

- Implement the governance program at Hospital A.
- Evaluate, adjust, iterate.
- Repeat the process at Hospital B, then ambulatory sites, etc.

STEP 4: Create Policies & Procedures

- Define who the policies apply to.
- Determine how new policies will integrate with the existing ones.
- Establish a protocol for user feedback and change requests.
- Develop policies for user communication including acceptable response times.
- Develop policies for platform etiquette and the personalization of user accounts.



STEP 5: Determine Education & Change Management

- Create a general guide of definitions.
- Ensure new users receive and understand the policies.
- Provide 1-on-1 onboarding sessions for providers.

STEP 6: Set Consequences for Non-compliance

- Define parameters of "non-compliance" and acceptable deviations.
- Pull metrics from communication software to identify nonusers.
- Discuss tying compliance to credentialing when applicable.
- Consider MedExec review as a consequence of non-compliance.



Choose a vendor with experience in governing clinical communication solutions to improve speed to care, optimize outcomes, and support provider satisfaction.

Contact us to learn more!