

## Be the Physician Executive Leading with **Maximum Impact**

**Increasingly, healthcare organizations are recognizing the importance of adding physician executives to their leadership teams.**

While admirable, this intention poses challenges. How can the organization best capitalize on the value that thoughtful, competent physician leaders bring to the table?

**Likewise, physician executives struggle to be respected as true partners** by their organizations when planning strategy, setting appropriate financial goals, and focusing on business development.

**This could be an ideal marriage of two highly interdependent parties** with complementary contributions. But it can be undermined by inertia – or worse, fraught with misunderstandings.

**There is a G-A-P!**

*And this gap doesn't have to exist.*

**In good business marriages, each partner best values the other** when there is a dynamic balance between the skill sets of both parties. Communication flows smoothly. Things get done well.

**When physician executives have their desired impact beyond merely adding their clinical expertise**, and healthcare organizations respect their clinical colleagues' business-minded contributions, the gap narrows. Frustrating relationship challenges recede.

**Thus, the entire organization thrives while meeting both its financial and its clinical quality goals.**

*What's in the way of narrowing this gap?*

**Healthcare organizations complain** that their doctors lack adequate business skills and don't understand how to function effectively in teams. And they are way too independent-minded to be good "marriage partners."

**Physician leaders grumble** about not being taken seriously, not being included, and having their patient welfare concerns minimized by non-clinicians “who care only about the bottom-line”.

**It's no wonder this is a difficult marriage!**

Top-notch healthcare systems understand how these respective partners depend upon each other. They figure out ways to coexist amicably and profitably, ultimately benefiting their patients and communities.

***Focus on minimizing the gap while ensuring a positive Return on Investment***

**One of the top investments healthcare systems and their physician executives can make** is in those services that foster an excellent marriage.

**Developing physician leaders and their teams** through competent, personalized in-depth executive strategic advisory and coaching services yields a measurable positive ROI ... good for everyone's bottom-line!

***For your organization to thrive, it's time to “Mind the Gap”***



**Since 2003, Philippa Kennealy MD MPH CPCC PCC** has worked with physicians and healthcare executives to exert positive, lasting impact by helping them thrive as leaders. She is passionate about closing that gap.

**She has walked in your shoes** as a former practicing family physician, former physician executive, and former hospital administrator.

**She also understands how essential demonstrating a positive ROI is** for this investment.

**Please visit The Physician Executive** at [www.themdexecutive.com](http://www.themdexecutive.com) to learn more about Dr. Kennealy's services and her background.

**Or call her at (310) 476-6116 (Pacific time).**

Dr. Kennealy is eager to have a complimentary phone conversation with you to learn more about your situation and your goals.

**Book our conversation time here:** <http://bit.ly/TMDEget2knowU>