

The Voice of Experience: Advice from Health Center Teams on Getting Staff Buy In for PCMH

Category	Advice from CHC Teams on Getting Staff Buy In for PCMH
Change Management	Education, review, and evaluation – provide a direct report process.
	Incentivize victories, celebrate, and mark next steps.
	Start small, go big, spotlight, rinse and repeat!
Education	Communicate the ‘why’s’ and ‘how’s’.
	Educate staff on PCMH.
	Explain the ‘why?’.
	Giving staff a better understanding of PCMH and how important it is.
	PCMH is a big concept and it takes repetition to absorb.
	Present PCMH during new employee orientation.
	Training Try to explain what PCMH is, and WHY we are trying to obtain recognition. Everyone we talk to has no clue what this is!
Leadership	Get more involvement from department leaders.
	Start with adoption from leadership team.
Messaging	Be enthusiastic!
	Consistency
	Explain clearly and enthusiastically at monthly providers meeting what the health center will look like, provide to patients, and conduct business in new ways for better patient care – in other words, what are we trying to get to as a PCMH?
	Make it simple and consistent.
	PCMH is the future of health care – it is better to be ahead of the curve than behind it.
	Staff education on PCMH requirements – presented with a positive attitude!
Patient	Communicate the need and how it impacts patient care.
	Educate the staff on why PCMH is better for the patient
	Explain the PCMH model and the reasons – ‘not just because HRSA requires it, but because it will benefit the patient’.
	Explain to staff why it will benefit the patients that we serve in the community and make our organization more effective.
	Make sure you explain why the changes occur and why the clinic is doing it for patients – not just for policy and procedure reasons, but how it will make everything more efficient and help patients.
	Opportunity for more patient services centered on the patient
	Quality of patient care
Providers	Must be provider-led
	Sell to providers by stressing better patient outcomes and efficiency.
Quality of Care	Share quality measures with the team so they can see results of their work and how PCMH contributes to outcomes.
Staff Team	Empower staff for progress.
	Engage staff in progress.
	Integrate PCMH into staff activities, trainings, meetings, and reports.
	Involvement!
	Meeting often – implement weekly meetings
	More interaction with ALL leadership working on PCMH recognition
Take the communication from the core team all the way up and down the organization.	
Work Load	More grant possibilities for more staff to assist with work load