Engagement Framework

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ST = short term (immediate opportunity)
MT = medium term (potential to be incorporated later in this round)
LT = long term (future rounds)



DURING NEGOTIATIONS

APPROVALS/ RATIFICATION

PREPARATION

The role the OMA can play to prepare executives, questions and set the tone Incorporate into existing physician leader orientation and onboarding; use NDAs as needed (ST/MT)

Formal orientation program for leaders (LT)

NTF and staff identify content specific member expertise that can be tapped to support NTF (MT)

Process kick off (ST)

Public engagement and consultation plan for members, updating as needed (ST/MT)

EDUCATION

Guidance on what the process and clarity on roles and responsibilities

Negotiations 101/primer developed (ST/MT)

District chairs as partners in member engagement and education (ST/MT)

Expectations of all parties shared (ST/MT)

Technical and process briefings as needed (MT)

COMMUNICATION

Know the audience. Lines of communication between NTF and members

Early communications (ST) Determine who needs to know what and when in advance (ST)

Direct support for physician leaders on what they can and should be sharing with their members (ST/MT)

Multi-channel communication efforts (ST)

STRUCTURE

Set expectations for all participants. Utilize governance structure to improve engagement

Tariff chair structure addressed in constituency review (MT)

Use complementary structure like side tables, focus groups (MT)

Roles/responsibilities circulated and available for all members (ST/MT)

Leverage new governance structures: GA, networks, post board calls, etc. (MT)

Build capacity for groups to fully participate by the inclusion of more executive members in the process, consider expanded use of NDAs (ST/MT)