

10 Essential Guidelines



- Set the stage for a notably special event. Plan ahead so quality time can be invested by maximum number of team members, creating the prominent moment for colleagues to concentrate on crucial messages you will convey.
- Be confidently upbeat. Enthusiasm is contagious, more fun and motivationally effective.
- Stay on track, without distraction and laser focused. This indicates how dedicated you are to achieve SMART goals and by investing your full attention, colleagues will follow your lead.
- Describe how your carefully designed educational program solutions will empower all involved, especially patients. Emphasize the breadth and depth of support tools available which plant seeds for confidence to grow, not fears.
- Explain how program's fundamental goals align with practice's mission and vision. Articulate how your statements of professional purpose are actualized by diligently implementing your wellness referral campaign.
- Set realistic expectations. As your program develops, there will be hard earned progress and constructive challenges. By mentally preparing for and keeping healthy perspectives, learning curves are anticipated. When teachable moments are adeptly interpreted, their valuable lessons become positive catalysts.
- Establish challenging goals that are practically achievable, doing all you can to set colleagues up for success. Know progress is a process and positively reinforcing "bright spots" is encouraging. Explain how each team member can benefit financially, professionally and from a variety of other incentives.
- Emphasize accountability, as we cannot improve what we do not measure. State that your wellness referral program's success depends on valuable contributions from each team member. Instill confidence by highlighting that practice growth is a team sport requiring us to coach one another in win / win ways.
- Express appreciation. Let colleagues know how near and dear their personal progress is to you. While your business acumen is extensive, colleagues will engage more with what you know, when they genuinely sense how much you care. A little heartfelt thanks goes a long way.
- Schedule next meeting dates so it is evident launch meeting plans will be steadily reviewed and carefully tracked.