

Physician Shadowing and Coaching

The physician/patient relationship is vital to a positive patient experience. The highest-performing organizations are those where physicians display core skills that consistently engage patients, resulting in positive outcomes. Physician shadowing and coaching is an effective method for standardizing a positive patient experience while also providing physicians with useful individual feedback.

The Baird Approach

The Baird Group approach to physician shadowing and coaching is based on nearly a decade of culture-enhancing strategies and medical mystery shopping where we identify the most crucial elements of the patient experience.

Your long-term success in physician shadowing and coaching requires tools to allow you to be self-sustaining rather than dependent on outside coaches. Our approach helps you achieve long-term success by ensuring that the shadowing and coaching is fully integrated with other organizational imperatives. Our approach is designed to accomplish the following:

- Align shadowing and coaching with core strategy
- Gain support and buy-in from key stakeholders
- Identify and learn from internal best practices
- Be self-sustaining by using a train-the-trainer approach



Train-the-Trainer

Your organization will acquire these tools using a train-the-trainer format:

- How to select coaches for provider shadowing based on skills and personal qualities
- How to train others on Baird's GREAT model for assessing physician/patient interaction
- How to give effective feedback

"Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime." -Chinese proverb

For more information about how to understand and improve your culture, call (866) 686-7672, toll-free.



Transforming culture. Shaping patient experience.

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