Mentoring for Impact

The ability to deliver great quality care is the main driver of physician well-being.

The AMA now offers Mentoring for Impact: no-cost support for implementing AMA resources to transform physician-led teams, practices, and patient experience to save time and provide great quality care. The goal is to create a practice setting where physicians can deliver the care for which they were called to this profession, sharing the work with a team working at the top of their skill set.

Mentoring for Impact is part of the AMA STEPS Forward® Innovation Academy, which provides physicians, care teams, and health care leaders time-saving practice innovation strategies that promote professional satisfaction, the efficient use of technology, practice sustainability, and quality patient care.

Our physician advisors provide one-on-one conversations (remotely or in-person) tailored to address your team’s unique challenges and strategic priorities. Organizations often engage AMA physicians biweekly (4 sessions over 1-2 months), but engagement frequency and duration can be customized to your team’s needs.

Email STEPSforward@ama-assn.org for more information or to get started.

Focus areas include:

Implement and improve team-based care
- Share strategy and tools from successful organizations around the U.S.
- Decrease the frustration of front-line physicians so they can focus on patient care
- Learn how to optimize health care technology to create efficiencies and improve clinician experiences
- Align skills, resources, technology, and opportunities to maximize team efficiency and engagement
- Example: Increase the role of the medical assistant from “room and run” to a position that more meaningfully interacts with patients and physicians, increasing the MA’s work satisfaction and retention.

Help your physicians spend less time in the EHR
- Decrease message volumes that enter the inbox, rather than increase resources to empty the inbox
- Triage inbox and patient portal messages appropriately
- Create a culture in which physicians only address the issues that require their expertise and training

Debunk regulatory myths and get rid of unnecessary tasks
- Engage with your compliance officers to be sure rules are not over-interpreted, which can waste time and money
- “Get rid of stupid stuff” to increase meaningful time with patients
- Identify and implement technologies that can reduce administrative burdens for physicians
Overcome common barriers to practice transformation

- Find common ground with compliance officers, informatics teams, and administrators to align missions with physician well-being and impact on patient care quality
- Create strong governance for the successful implementation of clinical technologies

Make the business case for improving physician well-being

- Tailor your messages and understand the business case for practice transformation
- Research shows a physician experiencing burnout may make more referrals, commit more errors, and order more tests
  - Example: A $150 printer in the physician’s office saved 60 miles of walking (20 hours of physician time/year)

The comprehensive AMA support is tailored to your team’s challenges:

Kick-off presentation

- Presentation to a large or small group (such as grand rounds or a small leadership group charged with addressing physician well-being and practice efficiency)
- Discuss challenges and focus on solutions
- Introduce drivers of burnout and time-saving solutions

Biweekly meetings over the course of 1-2 months

- Provide your committee with success stories from various organizations
  - Example: Help an existing practice efficiency committee as a subject matter expert

Meeting workshop support

- Provide subject matter expertise at committee meetings addressing practice efficiency, physician retention and recruitment, onboarding, and implementation of team-based care and clinical technology
- Share best practices from throughout the country

Physician leader assistance

- Meeting preparation and debriefing with lead or leaders
- Sharing best practices to avoid costly trial-and-error
- Prepare for common concerns they will encounter

Bridge-building presentations

- Help entities within the same organizations break through barriers
- Tailor and align the message to engage other teams within the same organization, including compliance, information technology, and nursing officers

Grand rounds/keynote address

- Raise awareness of the severe impact of burnout on physicians and quality of care
- Highlight the problems, make the business case, and move the conversation toward solutions

Mentoring for Impact can help you and your team more effectively engage colleagues, lead change management, and implement time-saving practice solutions. At the end of your team’s day, you’ll have confidence that documentation is finished, and you delivered great care to your patients.

Please email STEPSforward@ama-assn.org for assistance or additional questions.