Southern New England Practice Transformation Network: Thinking Outside the Box Solved Our Enrollment Challenges

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Thinking Outside the Box Solved Our Enrollment Challenges

**Annual Clinical Enrollment Targets**

Year 1: 2667  +  Year 2: 2603  +  Year 3: 130  
Total: **5400**

**Challenges**
- Transformation fatigue
- Rapid growth of ACOs in MA and CT made many clinicians ineligible
- Clinicians unclear of ACO status

**Strategies**
- Refocus efforts:
  - Recruitment became a part of everyone’s job
  - New outreach hire and bi-weekly “huddles” to increase team collaboration
  - Target specific specialty clinicians and geographic areas

- **Outreach:**
  - SANS, specialty societies, professional organizations, large practice networks

- **Techniques:**
  - In-person meetings, conferences, website, webinars, email, social media, brochures

**Success**
- Achieved **186%** of our Year 1 enrollment target by September 30, 2016
- Working with Vision Source, a large national network, opened up a network of providers

**Next Steps**
- Expedite PAT and Transformation Plan completion
- Evolve support team and messaging:
  - Hire specialty care subject matter experts
  - Virtual communication with Webinars and “Office Hours”

"As a small practice owner, I am truly relieved to know that there are resources and good minds out there to help me navigate the changes.”

– New member

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