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”

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