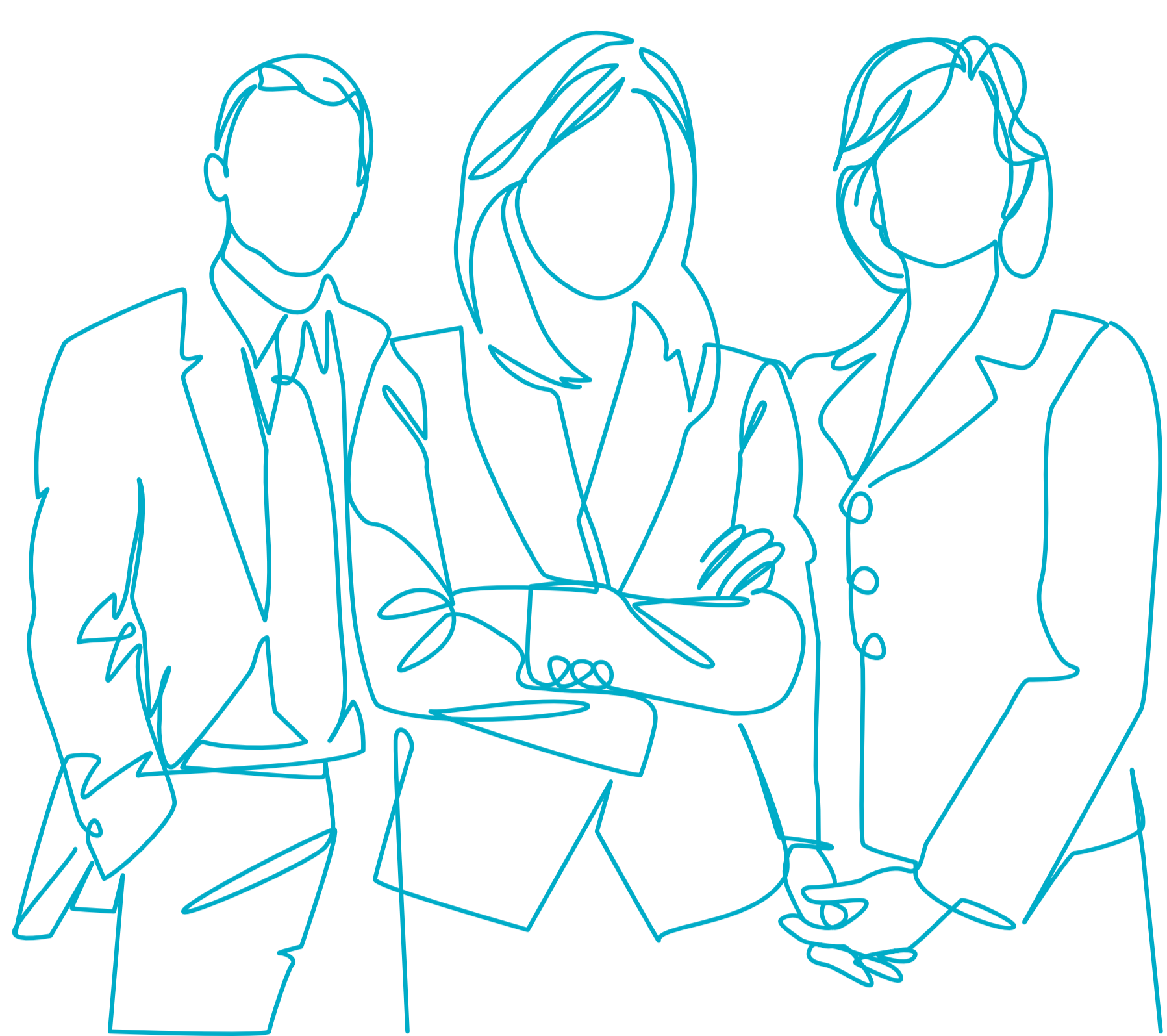


# Clinical Communication Governance Strategy

Clinical communication is more than HIPAA-compliant texting. It's the efficient navigation of complex workflows to support clinicians throughout the care continuum. As it evolves, it's important to develop a governance strategy that establishes the standards necessary to create the communication reliability your team needs.

## Develop Your Governance Strategy

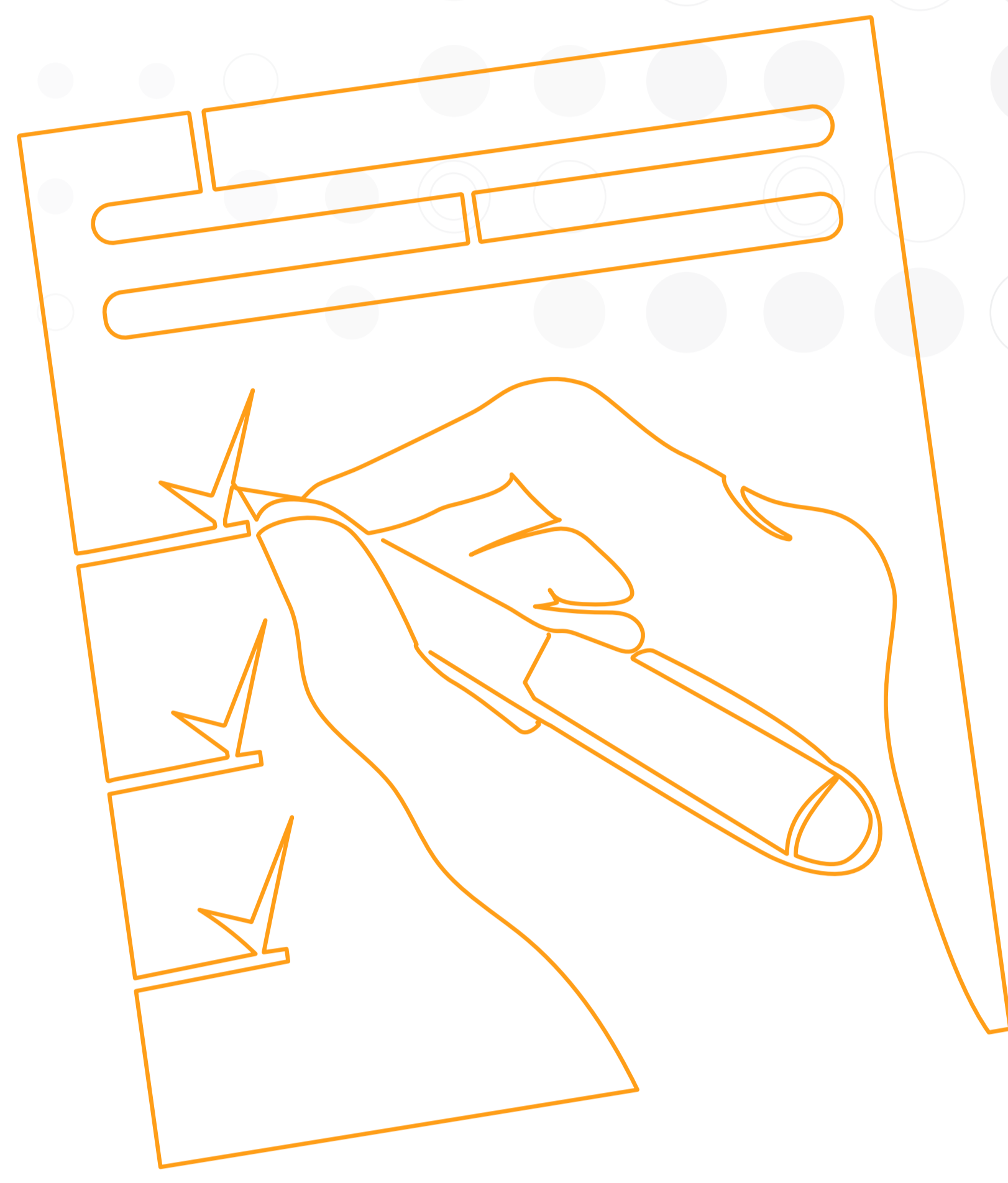


### Form a Committee:

- ✔ All user groups represented.
- ✔ Set a schedule to meet at least once per month.
- ✔ Garner support from MedExec for managing non-compliance.

### Identify Desired Outcomes:

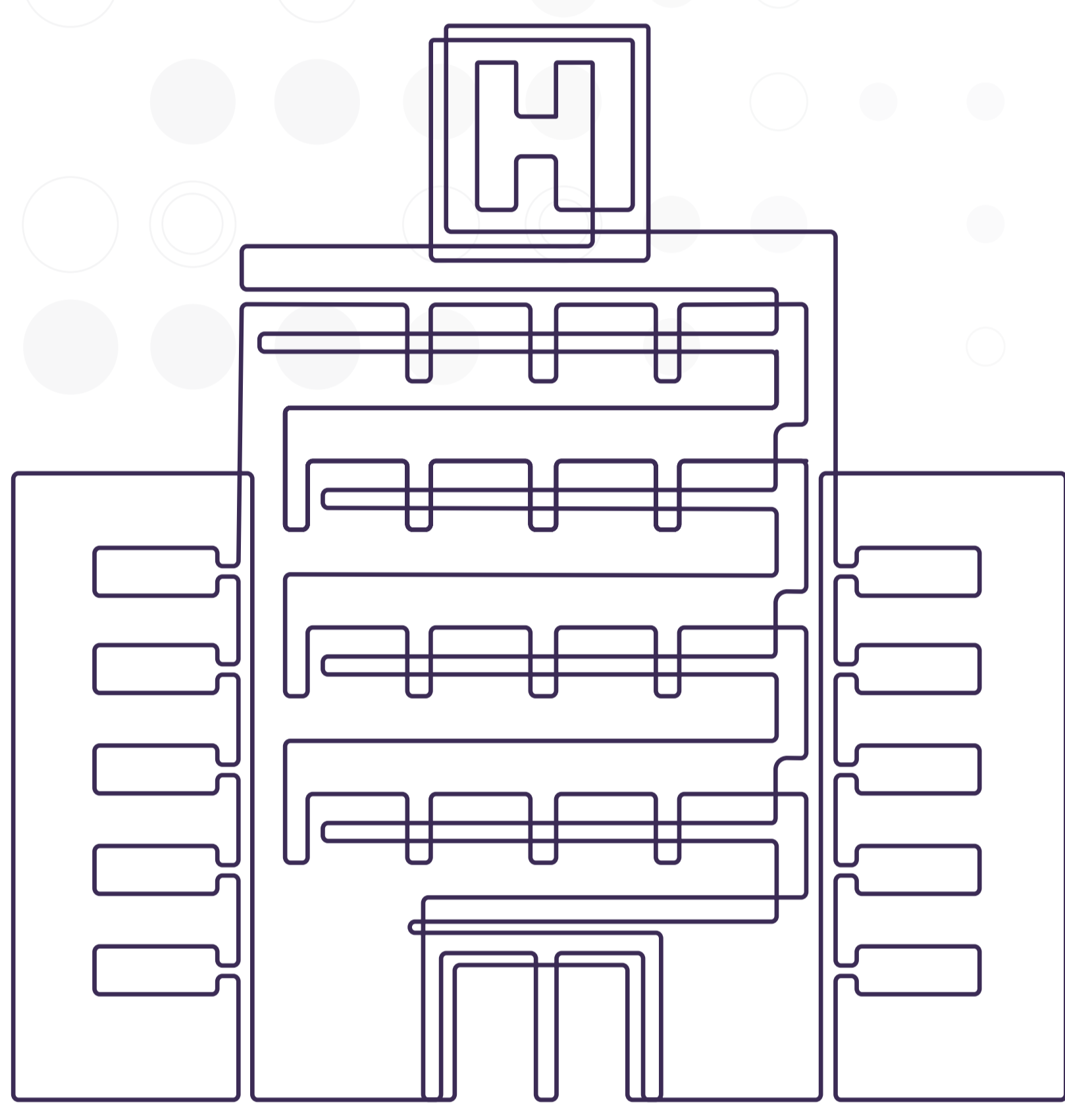
- ✔ Determine what clinical outcomes are desired.
- ✔ Decide goals for increases in clinician and patient satisfaction.
- ✔ Establish the clinical workflows that are key to optimizing outcomes.
- ✔ Set benchmarks for reducing "click fatigue," burnout, and attrition.



### Establish Phases of Deployment:

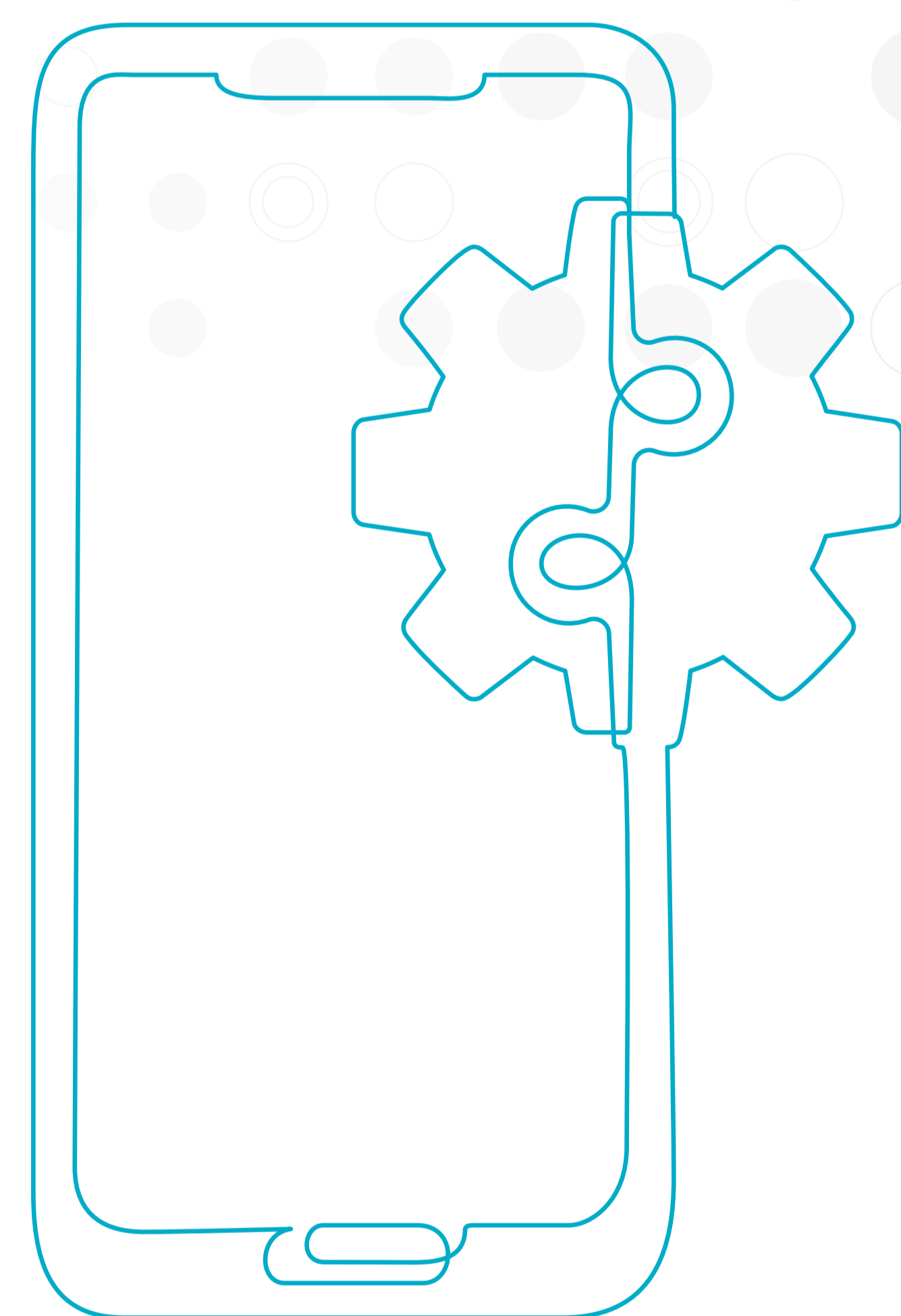
For example:

- ✔ Implement the governance program at Hospital A.
- ✔ Evaluate, adjust, iterate.
- ✔ Repeat the process at Hospital B, then ambulatory sites, etc.



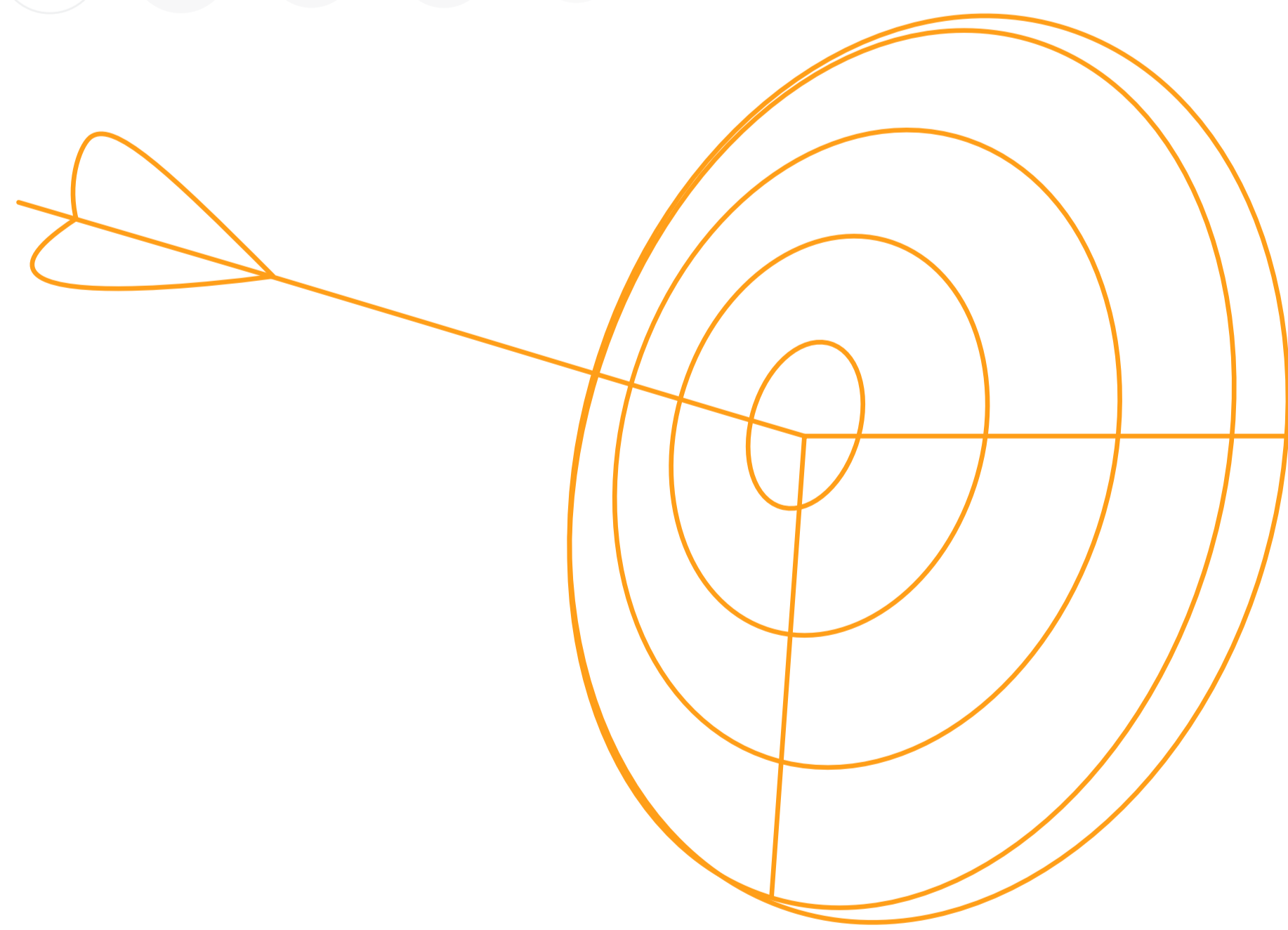
### Create Policies & Procedures:

- ✔ Define who the policies apply to.
- ✔ Determine how new policies will integrate with the existing ones.
- ✔ Establish a protocol for user feedback and change requests.
- ✔ Develop policies for user communication including acceptable response times.
- ✔ Develop policies for platform etiquette and the personalization of user accounts.



### Determine Education & Change Management:

- ✔ Create a general guide of definitions.
- ✔ Ensure new users receive and understand the policies.
- ✔ Provide 1-on-1 onboarding sessions for providers.



### Set Consequences for Non-compliance:

- ✔ Define parameters of "non-compliance" and acceptable deviations.
- ✔ Pull metrics from communication software to identify nonusers.
- ✔ Discuss tying compliance to credentialing when applicable.
- ✔ Consider MedExec review as a consequence of non-compliance.



Choose a vendor with experience in governing clinical communication solutions to improve speed to care, optimize outcomes, and support provider satisfaction.

[Learn More](#)