

# *Practice Connectedness, Communication & Care*

Physician Computer Company  
User Group 7/2022

@DrToddWo  


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CEO – Kids Plus Pediatrics

  
pediatrics  
[www.KidsPlus.com](http://www.KidsPlus.com)

# Disclosure

Merck	– Speaker & Consultant
Sanofi Pasteur	– Speaker & Consultant
Novavax	– Consultant
Pfizer	– Consultant

I will not be discussing branded products nor speaking off-label

Headache

Palpitations

Diaphoresis

**Hypertension**

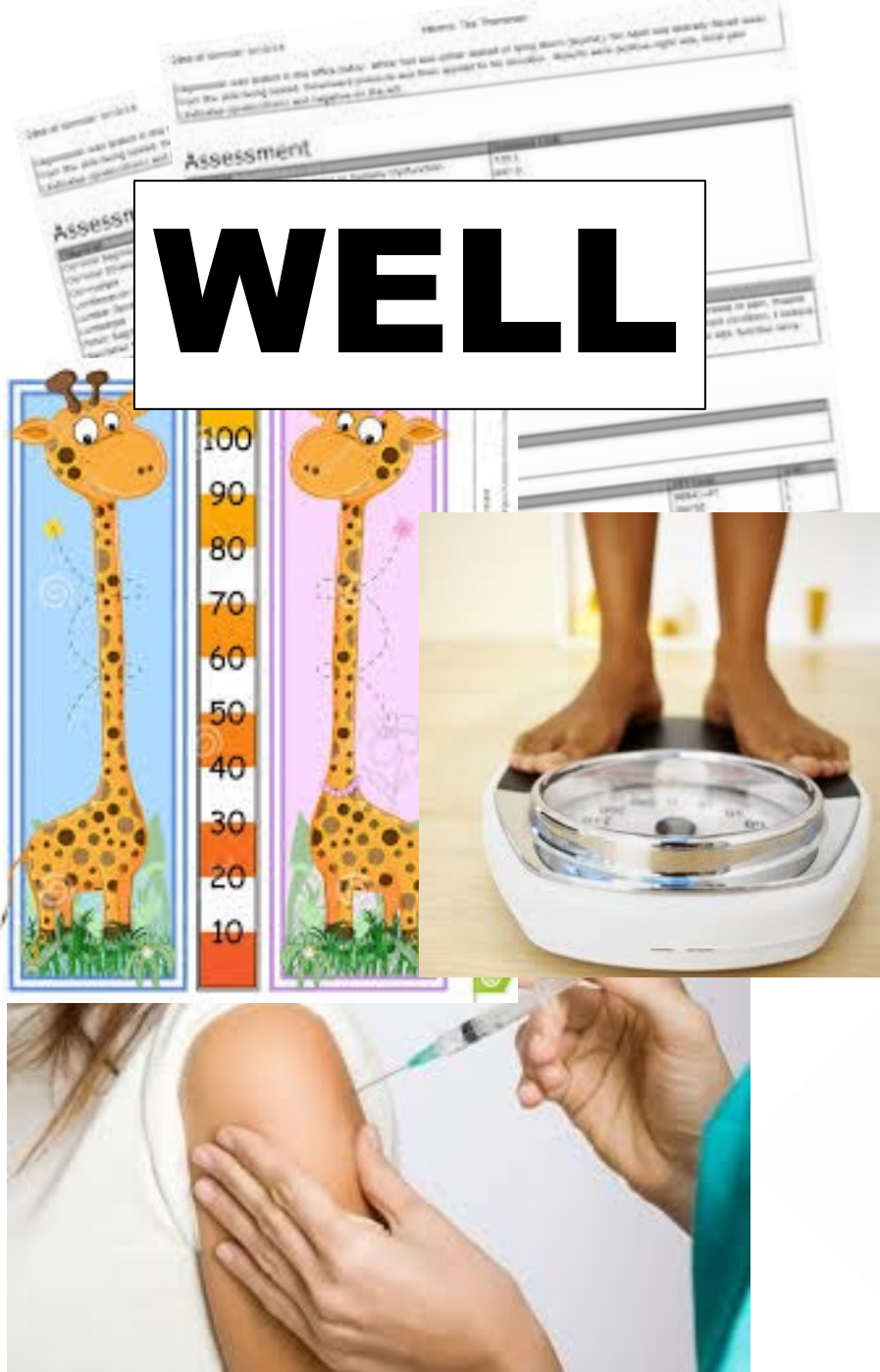
# Pheochromocytoma



# **General Pediatrics**



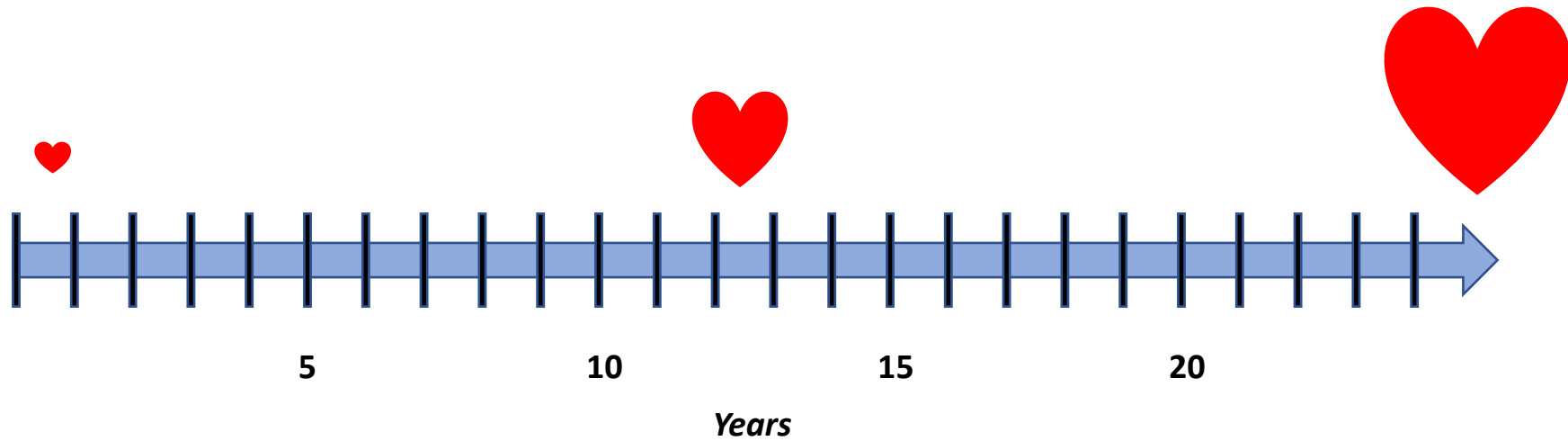
**WELL**



**SICK**



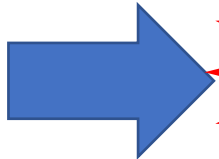
# Longitudinal Relationship



**Trust**

# Trust

Nurses  
Physicians



Healthcare  
Professionals

*Sith Lord*

Member of Congress





**Communication  
Fallacies**

Ignore

**RVU-focused**

Speak-over

**We Squander  
Trust Daily**

Scare

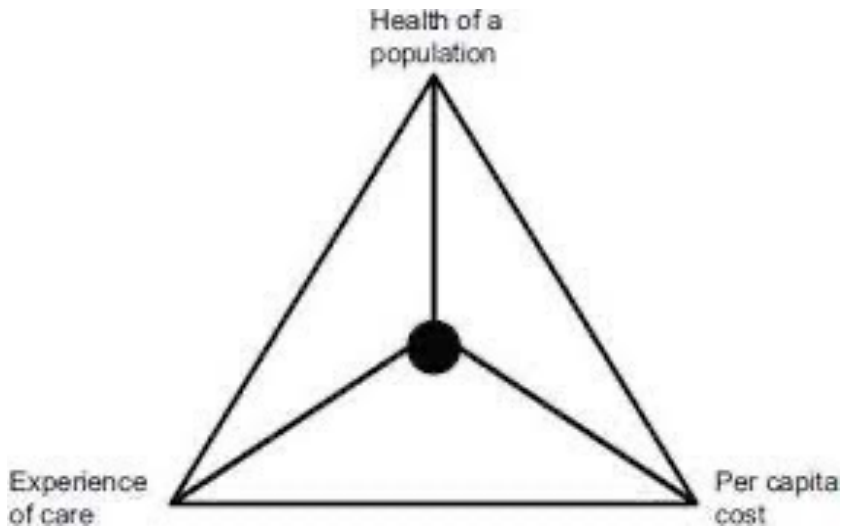
**Time crunched**

Interrupt

**Value-based  
Ignorance**

# Healthcare Success?

## The Triple Aim



## The Quadruple Aim

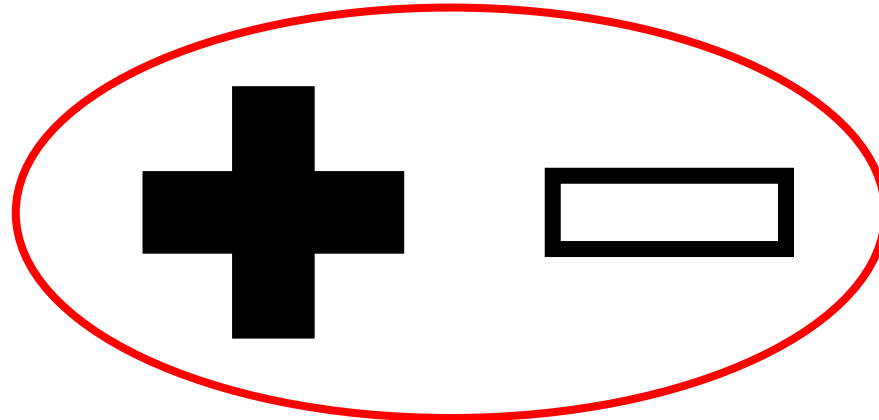


*Implementation  
'Best Practices'*

*RVU's  
Growth*

*Profit  
Margin*

# How Do You Address Your Pediatric Success?



*Patient/Family  
Satisfaction*

*New Patient  
Expansion*

*HEDIS  
metrics*

*Implementation  
'Best Practices'*

*Profit  
Margin*

*RVU's  
Growth*

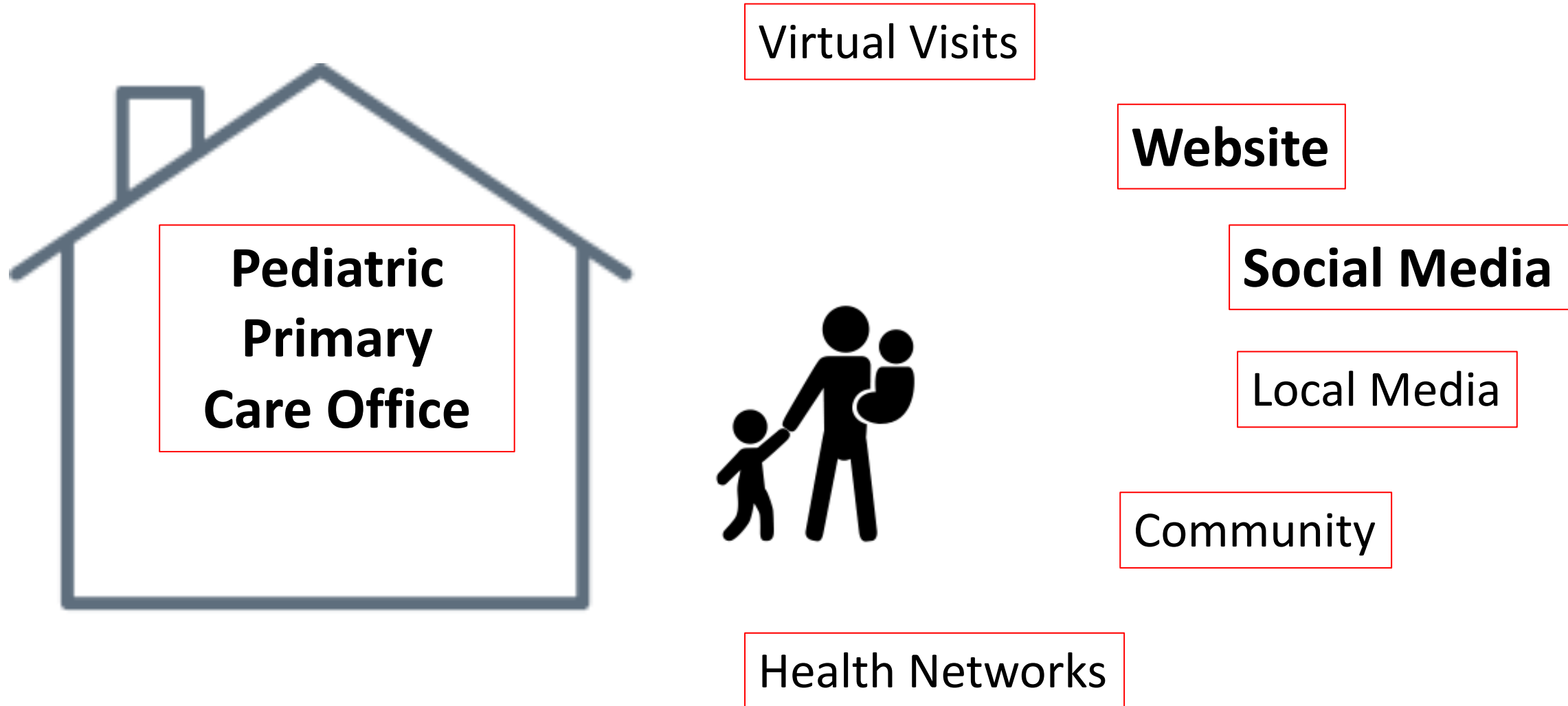


*Patient/Family  
Satisfaction*

*New Patient  
Expansion*

*HEDIS  
metrics*

# Practice Connectedness



# Practice Connectedness





# Physical Connectivity







**Saturdays with Santa**   
 **Cranberry/Seven Fields**  
December 12th, 10am-12pm

**Breastfeeding**  
Center of Pittsburgh







**Cranberry/Seven Fields**

**PITTSBURGH**



**Squirrel Hill**



**Pleasant Hills**





# Practice Connectedness



**Website**

Going to the doctor  
should be **a reason  
to smile.**



### Upcoming Classes

ALL CLASSES



06.03.15

**Toddler Time**  
Come (with your toddler of course!) and mix and mingle....

SIGN UP



06.03.15

**Working Mom's Coffee**  
Free and open to all Working Moms with babies from birth...

SIGN UP



06.03.15

**Expectant Parent Orientation**  
This orientation, hosted by Dr. Amy Maddalena, is a great...

SIGN UP



06.04.15

**Quiet Night Sleep Class**  
Have a new baby, or child under 2, who isn't...

SIGN UP



06.01.15

**Not-So-New Mom's Coffee**  
Free and open to all Moms with babies from 6 to 12 Months. (You...

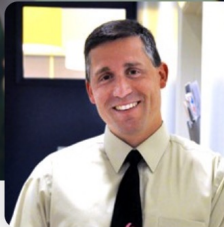
SIGN UP

**Doctors who listen are doctors who care.**



# Empowering you to be the parent you want to be.

OUR DIFFERENCE



Get to Know Us at Expectant Parent Orientations

IN PERSON & VIRTUAL



See COVID Vaccine Clinic Dates for Ages 5 & Up

THIS IS YOUR SHOT



New to Kids Plus? Join the Family Guide Program!

WELCOME TO KIDS PLUS



New Patient Info



Types of Visits

## The Kids + Experience.

Whether your child is a new patient or already part of our family, we want you to feel comfortable and confident when you step into our offices.

YOUR VISIT

Kids + Accepts **All Major Insurances**

Close

English

FONT SIZE:

Reset

# COMMUNICATION: INFORMATION EXCHANGE

**PULL**

vs

**PUSH**

Movie Section of Newspaper

Newspaper  
**Reservation Offered!**  
Favorite restaurant

the 'Yellow Pages'

In **Web** Movie

Reminder  
**Social** ed coffee  
Movie  
**Media** n  
New Release



# Practice Connectedness



**Social Media**



**Shade &  
Sunblock**

**Routine  
Well Visits**

**Smoke, Vape, Juul  
Hookah or Chew**

**Regular  
Exercise**

**Masking &  
Spacing**

**Vaccination**

**Behavior  
Change**

**Screenings**

**Books vs  
Screentime**

**Firearm  
Storage  
Safety**

**Consent  
& Sexual  
Safety**

**Oral Health  
Care**

**Carseats &  
Seatbelts**



Intelligent  
Knowledgeable  
Cautious  
Curious  
Empathetic  
Dependable  
Determined  
Risk-Adverse  
Conflict-Avoidant

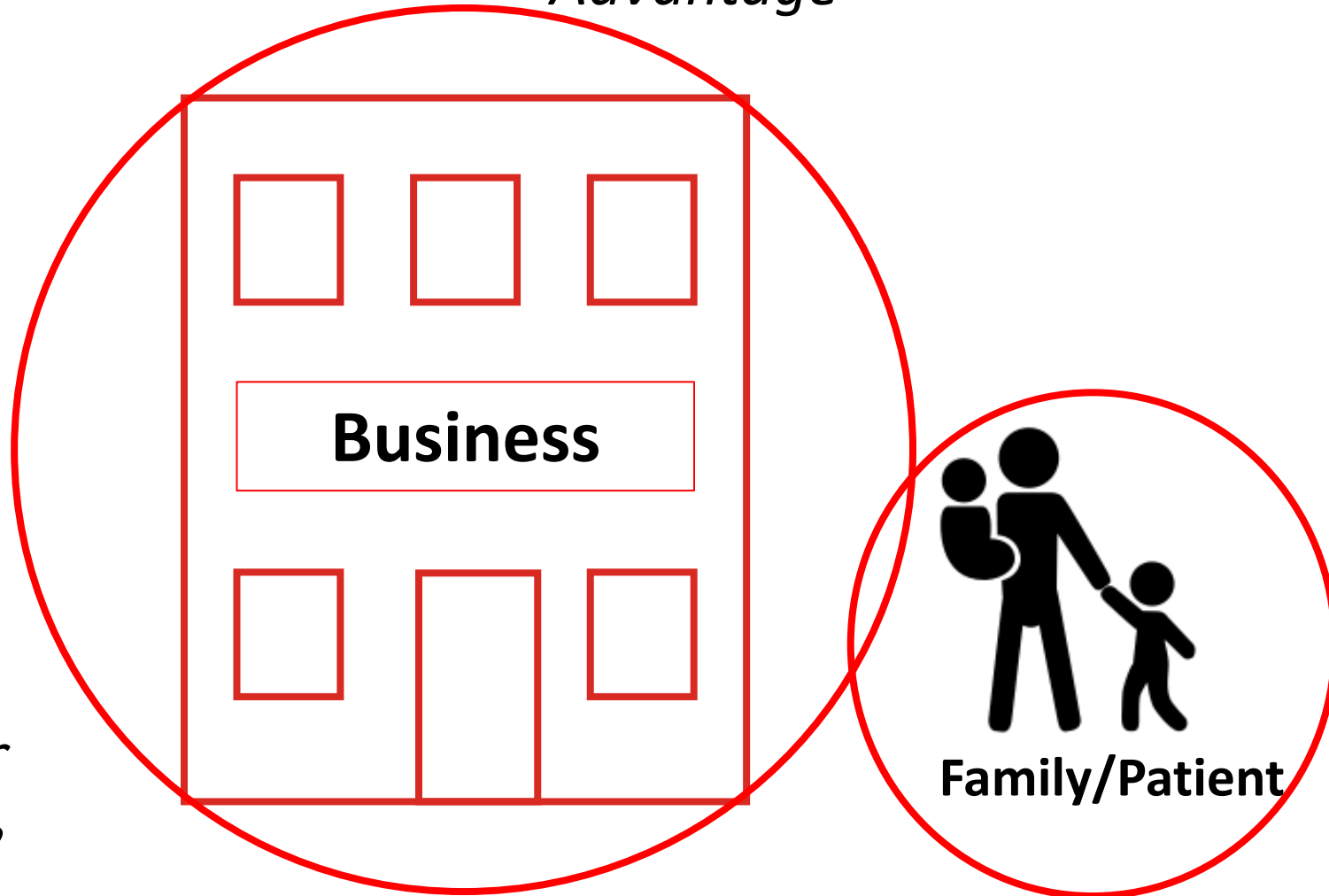


Sharp  
Intuitive  
Opportunistic  
Assertive  
Tenacious  
Unflinching  
Firm  
Risk-Taker  
Conflict-Accepting

*Leveraged  
Advantage*

*Revenue  
Growth*

*Profit  
Margin*



**Business**

**Family/Patient**

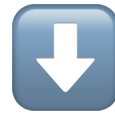
*Customer  
Satisfaction*

*Market share  
Expansion*

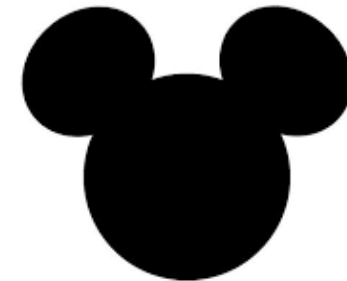
*Sales  
metrics*



**COMMUNICATION**

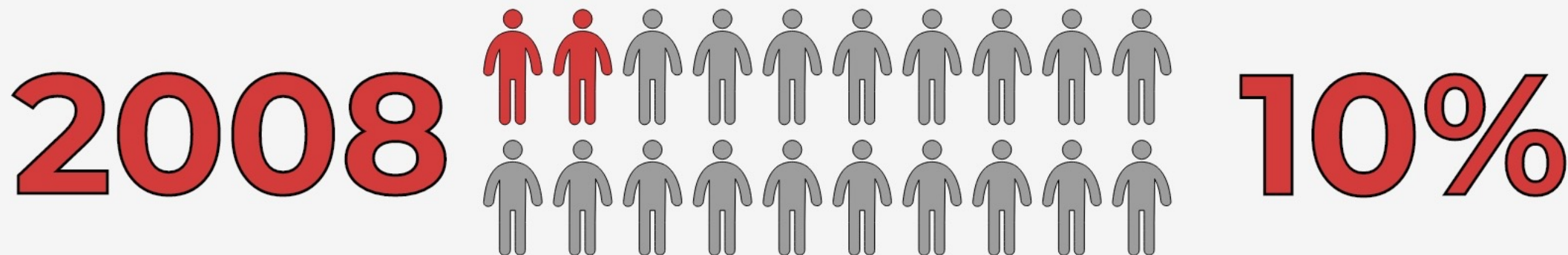
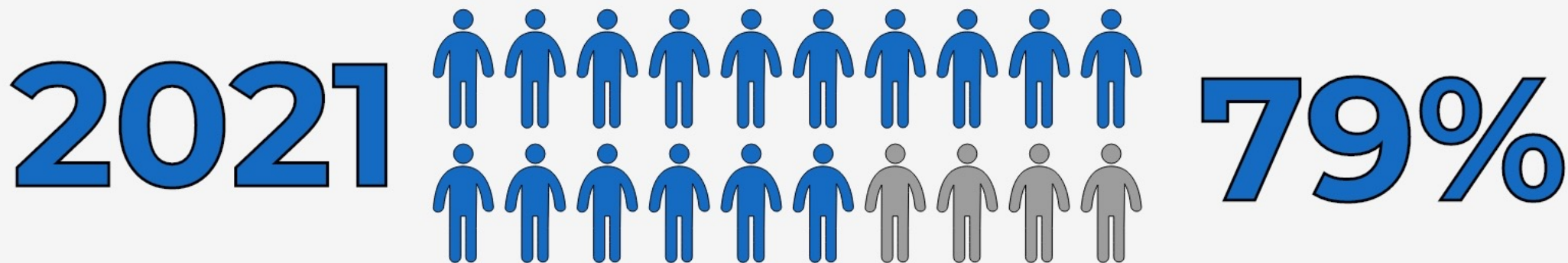


**Behavior Change**





**As of 2021, 79% of Americans have a social media profile.**



**This number is up from 10% in 2008 and from around 50% in 2011**

# Wolynn's Two Healthcare Communication Fallacies

#1 Health Communication  
only occurs 1-to-1  
(face-to-face in the exam room)

365  
days

Doctor's  
Office

#2 You will  
be believed

# Rules of Communication



**Know your Audience**

Where to reach them

How to reach them



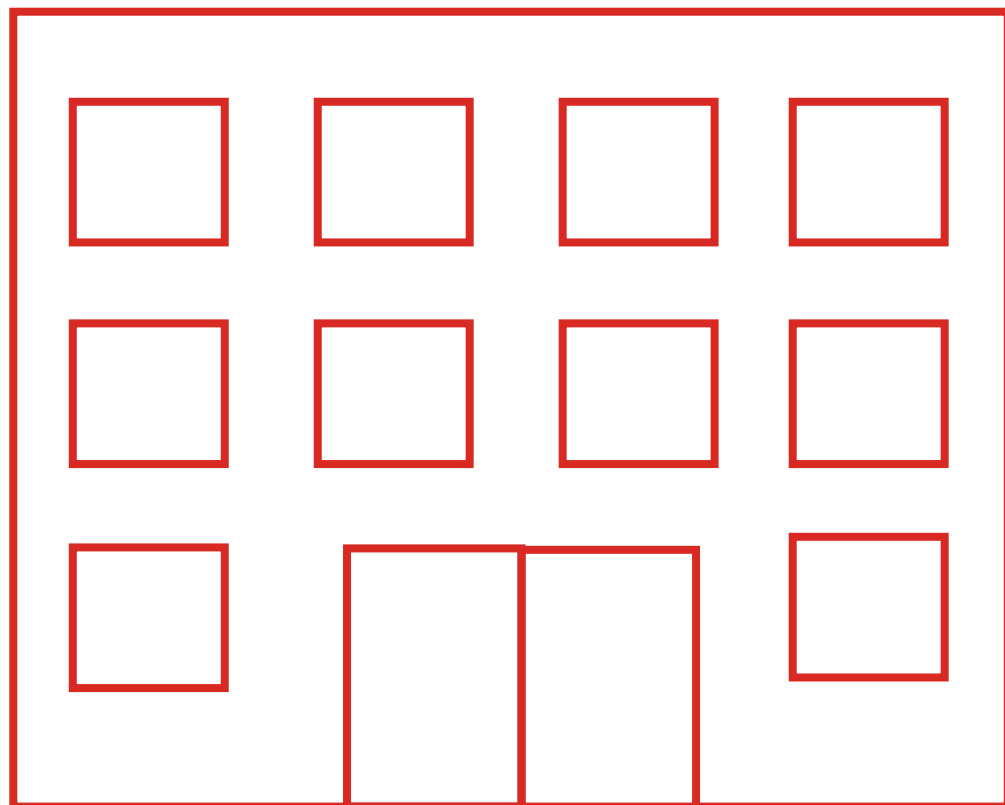
# Healthcare Social Media *Done Right!*

**Engage**

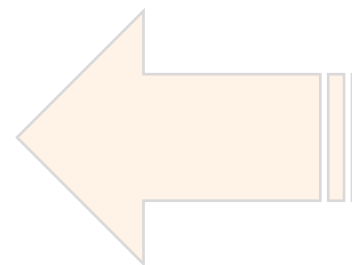
**Educated**

**Entertain**

**Health System**

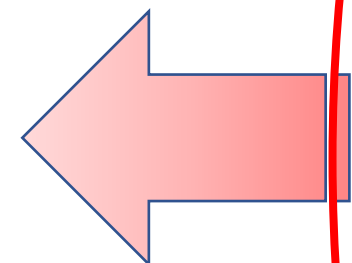
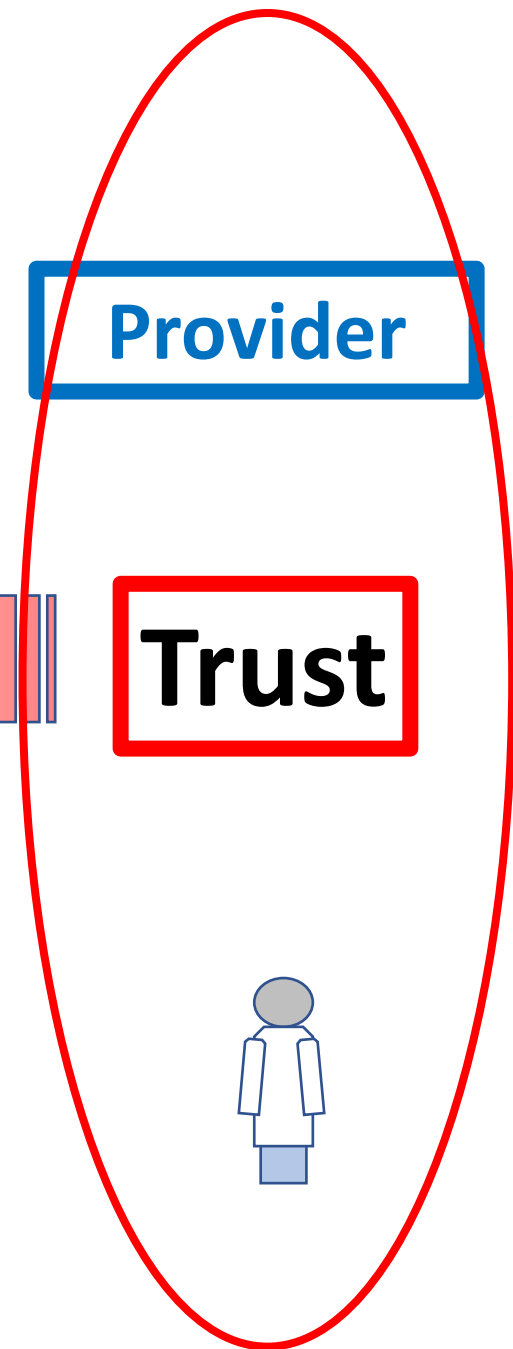


**Practice**



**Provider**

**Trust**



# Millennial Consumer Expectations

Access, Convenience, Connectedness

Responsiveness

Ease of use

Variety of Options

Hyper-Personalization

Desire to assist in customizing/building of product/service

Quality (Virtual, Physical and Clinical)

Sense of Value (particularly Moms)

Shared Experiences

Authenticity

Brand Pleasure/Happiness



**Wynn Tyree**  
*(Fred Forward Conference 5/2017)*



# Practice Connectedness



Family/Patient

**Unmet Needs**

**Can You Deliver**

**Value Proposition**

# Communication

Staffing

Customer Service

Ongoing Evaluation



**Every  
Day**

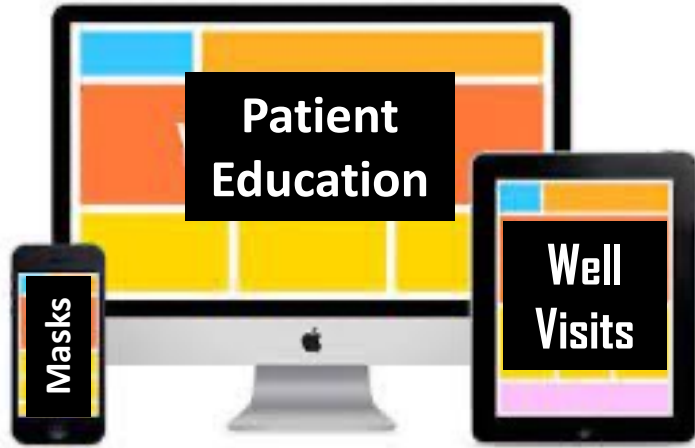




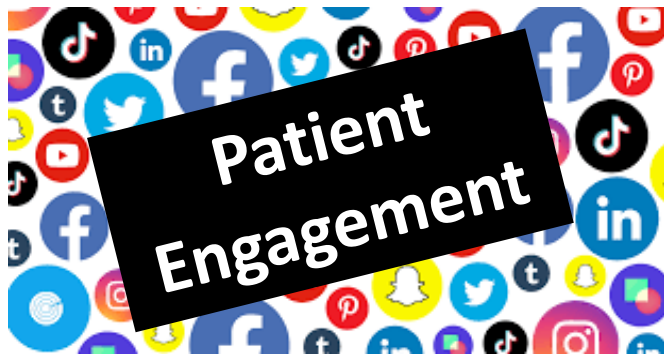


# Digital Connectivity

## Website



## Social Media



to access and build upon  
the **Trusted**  
**Longitudinal Relationship**

**Behavior**  
**Change**

# Practice Connectedness



Local Media

Community

Health Networks



# People

BUSTING  
MYTHS  
ABOUT THE  
COVID-19  
VACCINE

Fact-Check  
“It’s important  
for health care  
providers to fight  
the anti-vaccine  
movement,” says  
Hermann (right,  
with Wolynn).



June 2021

# Health Impactors

10%

Healthcare

20%

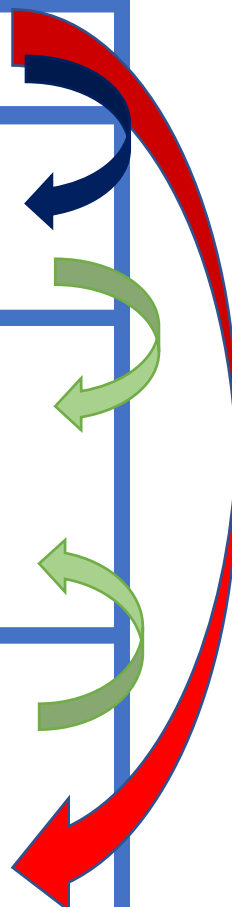
Social Determinants  
of Health

30%

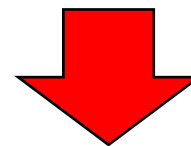
Genetics

40%

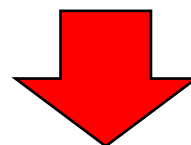
Behavior



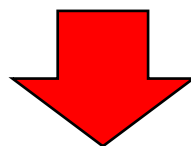
# Trust



# Connectedness



# Behavior Change



# Improved Quality



# Practice as Destination



# Physically AND Virtually





THANKS

*@DrToddWo*



