

Fostering physician engagement

The “5 Cs” for
healthcare administrators.



1

CLARITY

Frame organizational vision and goals in terms that matter to your physicians.

2

COMMUNICATION

Conduct clear, consistent conversations that confirm understanding.

3

COLLABORATION

Seek input from physicians.
Listen, learn, and understand.



4

CONFIDENCE

Lead by example to promote a culture of transparency and trust.

5

COMPENSATION

Devise competitive, motivational, fair and equitable models.