

## Tips for Engaging Providers

- Providers have limited time and require brief, focused information that will be useful to them and their patients. The availability of a system for referring children and families to programs and services is an incentive to talk with the families about their developmental and behavioral concerns, especially for those children who may not be eligible for early intervention and preschool special education services.
- Include the entire office staff because implementing screening and utilization of *Help Me Grow* requires staff collaboration.
- Remember that you are at the mercy of the practice's schedule: presentations must stick to the time allotted, providers will be late and leave early, and emergencies will keep some from attending.
- Be prepared to answer a lot of questions during and after the presentation.
- Bring resources that will help the practice implement screening and referral such as magnets with the call line's telephone number, sample copies of screening tools, and stickers for charts that remind providers that children have been referred to *Help Me Grow*.
- Bring food to draw staff away from their desks.
- Be flexible in terms of providing practices with the information they want. Some already screen and have a list of referral options. Work with these.
- Distribute feedback forms to assess how your presentations are going. Regularly review feedback and make adjustments accordingly.
- Find providers to visit
  - AAP Member list*
  - Google Maps Search (structured visits by city or region)*
  - Walk by*
  - Drive by*
- Walk in with informational materials, business card, appointment calendar (iPhone) and ink pens (people love them!)
- Be prepared to conduct a spontaneous (one on one) presentation with provider
- Ask front office person if the practice participates in lunch presentations (or breakfast)
- Sometimes booked on the spot, sometimes referred to Office Manager, sometimes booked at follow up after physician reviews materials and gives approval
- Continue to try to book a presentation by following up the next day (or week)
- Keep a log of all visits
  - Date*
  - Provider*
  - Notes (important for follow up)*

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- For practices that do not do lunch presentations, take a moment to explain *Help Me Grow* and leave materials
- Be persistent, it may take several attempts (calls or visits) to book a presentation
- Less frequent ways to book a presentation include:
  - Word of mouth*
  - Name dropping*
  - RxVantage.com*
- Attend AAP dinners, events, and conferences
- Try to present at large practice meetings (when multiple sites come together for monthly meetings)
- Box lunches are ordered for presentations (practical and cost effective)
- Be flexible – presentations may be 10 minutes to 2 hours in length and may be done in shifts
- Confirm with practice the day before
- During your presentation:
  - Provide relevant and useful information*
  - Help Me Grow system*
  - Developmental surveillance and screening*
  - Maintenance of Certification (MOC), Quality Improvement (QI)*
  - Billing (96110)*
  - Part B and Part C*
- Customize or change PowerPoint
- To gain credibility provide info on *Help Me Grow* history and growth
- Use *Help Me Grow* stories (family calls) for examples
- Be prepared to answer many questions
- Keep back up materials in car
- Be prepared to follow up or mail additional info
- Use sign in sheet and feedback form
- After presentation mail thank you card and business card