

CASE STUDY

Improving Physician Engagement

THE CHALLENGE

A leading academic health system in California was struggling with physician engagement, recruitment, and potential candidate acceptance rates. The high stress that comes along with the role was leading to physician burnout but was also impacting their ability to attract and retain top talent in their area. Furthermore, they determined that their physicians with children at home were the least engaged group within the system.

THE SOLUTION

After trying various other wellness-related programs, this premier health system turned to Sodexo's world-class hospitality and concierge provider, Circles Concierge, to help design a program customized to provide support and work/life balance for their physician team. The program was designed to provide 24/7 support through multiple channels – phone, email, web, mobile, chat so the physician team could focus on caring for their patients and personal well-being.

In close collaboration with the health system and Circles, we designed a customized marketing and communications plan. The goal was to ensure that messaging, and the value of the program was communicated to the various types of physician groups – working parents, those with a long commute, single, multiple children at home, etc.

THE OUTCOME

After the first twelve months, over 75% of the population has used the service, and 98% of those users have leveraged the service more than one time. More importantly, 80% of the program usage has come from families that have two working partners and children at home. Based on survey feedback, Circles is helping these physicians save 2.8 hours per request each time they use the service.

- **Physicians saved over 2.75 hours each time they use Circles**
- **80% usage is from physicians where both partners work and have at least one child at home**
- **98% repeat users of the service**

- **1 in 2 physicians report at least one symptom of burnout and that they're twice as dissatisfied with their work-life balance than those in other professions**
- **Within ten years of joining an academic medical faculty, five of every ten doctors leave the faculty, with four leaving academic medicine entirely¹**

From finding availability and pricing for senior care communities for the parent of a physician to helping a physician find and schedule professional headshots to assisting another physician plan healthy family meals and family-friendly weekend events, Circles handles everything from the ordinary to the extraordinary. The program has been so successful that the health system is looking to extend the program to all staff and physicians within the system over the course of the next year.