

An Apple A Day
Will Get The Doctor To Stay



50 Low Cost or No Cost Ways to
Keep Your Physicians Happy!

The Purpose of This Reference Guide

This reference guide is designed to help keep your doctors happy in very intentional ways. It isn't meant to be used just to placate or give lip service to your providers in hopes of keeping them content. It is meant to assist you in building a sense of community among your providers while giving them tangible periodic recognitions and rewards. It chops away at two of the [six mismatches](#) between the individual and the job which can lead to burnout, namely, a breakdown of community and insufficient reward. The costs associated with physician burnout are enormous. I trust you want all of your providers fully [engaged](#) in their work which translates to better patient care, fewer staff turnovers and a happier work environment. This reference guide is a beginning, not an end. There is [more](#) that can be done to help instill on-the-job vigor, dedication and absorption, the very essence of engagement and the very opposite of job burnout.



How To Use This Reference Guide

Thank you for downloading this reference guide. The suggestions contained herein are easy and of little or no cost. This is not an exhaustive list. I am sure once you get going on some of these you will come up with new ways on your own to help keep your providers happy. The best way to be effective using this reference is to have each of your providers complete an Individual Provider Life Profile (IPLP). The IPLP is very detailed. It will give you a wealth of valuable information to work with by tailoring your efforts specifically to the individual provider. You can download the IPLP questionnaire by clicking [HERE](#). When I use the term provider, I'm talking about any individual in your organization who provides care to patients. This would include MD's, DO's, PhD's, FNP's, and PA's. You could even extend some of these suggestions to encompass ancillary providers and support staff such as nursing personnel and technicians if desired. This reference is free and you may share it freely with others who may find it useful. I just ask that it not be altered in any way. Also, if you could do me just one more favor. If you come up with novel ways to keep your providers happy which turn out to be big hits, please forward them to me and I will include them in future editions and give you credit. Of course, I would love to hear back from you with any stories of how this reference guide has proved itself useful.



1.) Periodically provide a bottle of water. Leave it on the physicians or physician extenders desk with a hand written note of appreciation.

2.) Call the local Country Club or Golf Store and ask if they might have give-away golf tees (or golf balls) for your doctors. Many provide these free as incentives or for advertisement.

Combine these with a few bags of herbal tea and label them "Two T's for You!" and a hand written note of appreciation.

3.) Give a few hours of PTO for charitable volunteering each month. This will greatly enhance physician employee morale and boost corporate image to boot. Let each individual physician pick their favorite charitable organization to benefit with their time.



4.) Get the head of your organization to meet with each physician employee one-on-one periodically, say, over lunch. This will give each a chance to voice personal/organizational successes, concerns, failures, ambitions, and where each physician sees themselves now and moving forward within your organization.

5.) Use social media to say Thank You! Use Twitter and Facebook for this. If your organization hasn't set up a Biz page on Facebook, you should. Put one person in charge of the account and you can set it up with the appropriate controls but it will allow people to interact more and share information about activities. It is also a great way to feature your physicians. This will help build a sense of community.



6.) Offer advice or help to each physician for setting up a LinkedIn page. This will provide yet another avenue for your physicians to feel connected. It will also serve to display the physician's connection to your organization.

7.) Your organization should sponsor an annual one mile and 5 K fun run/walk for a charity or charities. Poll your physicians to see which 1 to 3 charities they would favor sponsoring and go with those. Keep the entry fee low, say \$10.00, and encourage all of the physicians and their family members to participate. Encourage patients to participate. Have your organization provide the T-shirts which will also serve to advertise your organization. Do the run at the end of the day on a Friday. People are already present and what a great way to start the weekend! Oh, call the local newspaper and tell them what you are doing. They will be more than happy to cover the event as a human interest piece with the focus being health, exercise and charitable giving.



8.) Call massage therapists in your area to see which ones might offer free 15 minute chair massages to your physicians. This would be an opportunity for them to show their expertise and expand their clientele base for full paid massages. The physicians will think the chair massage was awesome and love you for it! I mean, who wouldn't? This is something you could schedule ahead of time with a note that reads, "Compliments of Your Organization and _____ Massage".

9.) Contact local florists and ask if they could do something special for your doctors at low cost or no cost to advertise their services. It could be a single flower in a vase or a fresh cut bunch wrapped. Leave it on their desks with a note "Compliments of Your Organization and _____ Florists. We just wanted you to know how much you are appreciated. Please keep these for yourself or share them with your significant other." Include a card from the florist.



10.) From the Individual Provider Life Profile (IPLP) find out what the physicians interests are and play to those. If they like to golf then provide them with periodic tees or golf balls. If they enjoy tennis, provide them with tennis balls. If they enjoy going to the movies, a couple of movie tickets for the local multiplex would be greatly appreciated. If they are into photography then some lens cleaner or camera wipes might be just the thing. Always, always, always include a hand written note, signed by different members of the management team and include the CEO's signature if possible.

11.) Many physicians are into the arts and community events. Community calendars are readily available and from multiple sources. But, physicians often do not know where to look for the information or do not take the time to look. Once a month, publish a community calendar of events for the physicians and their families. Circle things you think they might enjoy. Make this very individual from what you have learned from the IPLP's. Include a note like "We thought you might like this".



12.) Somewhere near you there is a "pick your own" farm. These are very popular with families as an activity. Find one near you that would like to sponsor a Doctor's and Their Families Day. Do it on a Saturday morning. See if one of the doctor's spouses would like to join in heading up the effort. Advertise the event on the social media such as Facebook and Twitter. This will not cost much and it will support your community of growers. The doctors and their families will love it! Again, call the newspaper and get them to do a story on the benefits of eating healthy, getting exercise by picking your own fruits and vegetables and supporting local growers. This will be a learning experience for everyone. There will be photo ops galore of your staff physicians out with their families picking their own strawberries, apples, vegetables, etc. and it will be your organization that sponsored it in conjunction with the local grower. Win, win, win! (3W!)



13.) Cooking shows and cooking classes have become immensely popular. Find a local chef, restaurant or cooking school that would be happy to put on a free cooking class for your physicians, spouses or even for their children. These can be basic, themed, or advanced classes depending on the level of interest. A poll or survey would be helpful here. If you have a lot of Sushi lovers, who wouldn't want to know how to roll their own Sushi? This will give the local chefs, restaurateurs, or cooking schools a chance to strut their stuff.



14.) Photographs are an important connection for people. Make sure you have current photographs of all of your physicians hung somewhere in your office, patient waiting areas or hospital halls labeled with their names. Negotiate with a local photographer on pricing. Then, arrange for a family photo day and negotiate for special pricing and have your organization foot the bill. Make sure the photographer understands there are to be no package offers or up-selling. Make sure the physicians know this will not be one of those events where expensive package deals are generated. This will be for just one free family photo that the physician will choose from several shots "Compliments of Your Organization and _____ Photography". But, encourage the photographer to offer their card, a brochure of their services, or information on any specials they may be offering. If they do a great job on the single shot family photo then they will capture repeat business right then, right there. 3W!



15.) Once a month or quarter, offer a free dining night out for your doctors and their spouses. This doesn't have to be an expensive meal. It can be beer (one or no more than two) and pizza night, pasta and wine night, a sponsored wine tasting, a catered family picnic, Sushi night etc. Always be sensitive that there will be members of your staff that do not drink alcohol and provide alternatives for them such as all the tea, soft drinks or water they may want. Always negotiate for pricing with vendors/restaurants. The price breaks they will give you are in exchange for you bringing them new customers which may turn into repeat business for them if they provide a great experience for your physicians and their families.



16.) Fitness is all the rage for many Americans now and thank goodness! Your doctors need to be healthy and stay that way. There are gyms a plenty out there, all competing for customers. Negotiate for free trial memberships for your physicians and their family members. After that, maybe they could offer the physician a free yearly membership or a significantly reduced membership fee, say, if two of his/her family members joined. Get creative with this. If there are a ton of gyms/fitness centers in your area then get a free one month trial to each for your doctors and let the best gym win their business. Let them all know that is the deal. They will all attract new members because people have different tastes in the gym/fitness centers they like and use. 3W!



17.) Along the same lines in health and fitness, personal trainers seem to be in high demand. Contact several and see who is willing to give a free one hour personal training session to your physicians who might be interested. If the trainer is confident in their abilities as a personal fitness trainer and in their ability to sell themselves then they will attract new customers and that is exactly what you should tell them. Stand back and witness the stampede! You will do this "Compliments of Your Organization and Mr./Mrs. _____, Personal Fitness Trainer".

18.) I don't have to tell you how popular golf is for a lot of physicians. Do the same thing here for golfers in terms of personal training. Negotiate for one or two free one hour golf lessons with some of the local pros. If they are good at what they do and can show how they can benefit the doctor's game then they will attract new clients, I rest you assured. Of course, you will do this "Compliments of Your Organization and _____, The Golf Coach".



19.) Even in today's digital age, books are still appreciated, maybe even more so. Once or twice a year, give your doctors a book, something non-medical that may interest them. This could be a very individualized pick based on information from the IPLP or pick a self-help/inspirational read for everyone. Check out Seth Godin's Tribes or Stephen Covey's 7 Habits of Highly Effective People. Or, choose something else along those lines. If they already have the book you choose then invite them to pass it along to whomever they choose as a gift. Many such books are low in cost (under \$20.00) but always negotiate for bulk pricing. Digital downloads cost less but they don't convey the same impression or carry with them the same sense of permanence a book carries. Of course, it will come "Compliments of Your Organization".



20.) Once a year, especially around the Holidays, give your a physician a ten, twenty or fifty dollar bill in an envelope with a hand written note "We know how much you support the _____ charity/cause (using information from their IPLP). Please, donate this to them on our behalf and yours." Consider this part of your organizations annual charitable giving efforts.

21.) Believe it or not, many physicians are not social media savvy. Hold free instructional classes on setting up a personal blog or on using Facebook, Twitter, or Pinterest. Extend the invitation to the physician's spouse or other family members. The cost per individual will be minimal. Negotiate for group pricing up front be sure to give a "Compliments of" note.



22.) Some of your doctors may be interested in hiking, or would be, if someone made it easier for them to do. So, make it easier for them to do. You can print trail maps off of the internet for State and Federal Lands/Parks or designated hiking trails in your area. Give them to everyone with a note "I think you might like this. :-)". The outdoor chain REI is a co-op. They will teach tips on hiking to individuals or groups for free if you make the arrangements, "Compliments of Your Organization and REI".

23.) The big box stores are popular. Negotiate for free trial memberships or just pay the annual fee for your physicians as a job perk. If you are negotiating for a large number of physicians the cost will come down to almost nothing per year.



24.) Yoga and hot yoga are also very popular. Find all of the places and instructors in your area that teach yoga and see what they are willing to do for your physicians and their family members. It could be anything from free introductory classes to special deals and one time offers. They will all compete for potential new clients. Make the arrangements, get people signed up and let them know you care with a note "Compliments of Your Organization and _____ Yoga".

25.) Everyone is told to be more MINDFUL. But, how many know what that actually means? How many of your doctor's have had instruction on mindfulness and meditation, even as they recommend it to their patients? I'll bet some are deeply interested in this or are at least curious. Arrange for some mindfulness or meditation training for your physician staff. Look around in your own organization. You may have individuals in your own camp that are equipped to do the training, "Compliments of".



26.) Elementary schools, grade schools, high schools, community colleges, service organizations, assisted living facilities, etc. are always looking for someone to give a talk on a medically related topic. You can facilitate this action. Peruse your IPLP's for the talks your doctors are willing to give or survey your doctors for where they might like to give a talk and what they would like to talk about. Survey these different public entities for the kind of talks they would like to receive. You can then match the right doctor and talk with the right organization. This will get your doctors and your organization more public recognition and the public will benefit from the talks. Also, make sure your physicians know that they can get CME credit for preparing and giving the talks. Give them PTO to do these talks if it falls during business hours. This is a 3W all the way around!



27.) Unless they are used to it, most people fear public speaking. Yet, physicians are often called on to give talks without any formal speaking skills training. Offer a free enrichment seminar on public speaking. Done as a group, the training won't cost that much per attendee. If the budget is really tight, contact Toastmasters International for the nearest group. They will always have someone available to come and give talks on public speaking, "Compliments of Your Organization and _____".

28.) Give your doctors a deck of Ace playing cards with the hand written note, "We can think of at least 52 reasons why we are glad you are working here with us! Thank you for what you do."



29.) Sanpellegrino Aranciata Rossa Sparkling Blood Orange Beverage is something unique and tasty with which few people are familiar. It is a fruit juice flavored sparkling water. You can buy it at Wal-Mart. Here is a link, although it is only sold in their stores:

<http://www.walmart.com/ip/Sanpellegrino-Aranciata-Rossa-Sparkling-Orange-Beverage-11.15-fl-oz-6-pack/24389635>

As soon as you see the can with its unique design and foil covered top you will know you are in for something different and special. It is not overly sweet and is very refreshing.

Everyone I have had try them says they are the bomb! Get a quantity of them, ice them down in a big cooler, put them on a cart and roll them around giving one to each of your physicians one mid-afternoon and tell them you hope it brightens their day. These beverages are unique and delicious and they will remember this simple act of kindness.



30.) Doughnut Fridays anyone? They may not be the best things for you but you can't deny how good they are. Every now and then, go get some right out of the oven and take them around to your doctors. Watch their faces light up! Do this mid-morning for a pick me up. Have some more health conscious alternatives for those that don't eat the glazed ones. Have coffee and tea available too, "Compliments of Your Organization for the great work you do".

31.) If fresh fruit is in where you live, leave some on the desk of your providers so they will see it before they start their day. This could be apples, strawberries, peaches, pears, grapes or whatever is locally grown. Again, negotiate for price with the local grower and include a card from their farm with a note, "Compliments of Your Organization and _____ Farms/Orchard".



32.) Gift cards or certificates are a great way to say "Thank You". You don't have to spend much, just \$5 will do. Use local business where you can but chains like Starbucks are okay too. With local businesses you might be able to negotiate a free coffee or discounted gift cards to help promote their businesses.

33.) There are local bakeries in almost Everytown USA. Some are 100% local and others like Great Harvest Bread Company are locally owned and operated franchises. They will negotiate for reduced pricing when buying in bulk or they might even pony up a free loaf for each of your doctors in order to attract new fans of their baked goods. Imagine what an impact dropping off a warm, fresh out of the oven, fragrant loaf of multigrain bread will have. Include a card from the bakery and a note Compliments of Your Organization and _____ Bakery".



34.) Do you have a car wash in your town? I'll just bet if you give them a call they would be happy to give you some coupons for a free car wash for all of your providers. Some mobile outfits will even come to the office and wash/detail the car right there in the parking lot or do a pick up and drop off. You could negotiate for special pricing for your physicians on their behalf, "Compliments", of course, of "Your Organization and _____ Car Wash".



35.) Every town of any size has multiple drycleaners. Call them all and see what they are willing to do for your physicians in terms of inducements to get more business. Probably some free dry-cleaning, I would guess. Also, one of them might be willing to pick up and drop off at your place of business once or twice a week as a free service in order to capture the business. Run that buy a few of them and I'll bet one of them would jump at the chance. Announce this with a card that reads, "We know how busy you are so we have made arrangements to have a local dry-cleaner to offer a pick up and drop off service at your office, "Compliments of Your Organization and _____ Dry-Cleaners". Here are the details..... Of course, you won't pay for their dry-cleaning but your physician's/providers will be very happy for this convenient service you have arranged for them.



36.) If you surveyed your physicians extensively enough with an IPLP you will know about the pets they own. People are very attached to their pets. A small gift appropriate to the pet would be remembered and appreciated, given perhaps on the pet's birthday or the day they were adopted. This could be a small toy or a treat. There are pet bakeries in many cities now. I'm sure they would be willing to give samples of what they produce in order to get new customers. Always include a "Compliments of" card.

If one of the members of your provider team should lose a beloved pet, be sure to give them a sympathy card and donate (\$10 or more) to the Humane Society in honor of their pet named _____. Mail this thoughtful gift to the provider's home addressed to all members of his/her family and have as many people in management to sign the card as possible.



37.) Have an outdoor cookout once a year for your providers and their families. Provide hot dogs, hamburgers, roasted corn on the cob, and ice cream. Have every family bring a covered dish. This is a great way to build community and it will not cost an arm and a leg.

38.) Have a Putt-Putt day in the summer for the doctors and their families. Do this in the summer. You can negotiate for discounted rates or for one free game. This provides an opportunity for a local business to boost their exposure and their sales so I would sell it like that to them when you call. The families will have a blast!



39.) Paint Ball anyone? It is a hoot but not something a lot of your providers might go out of their way to do. Unless, you negotiate for a special rate or free ticket for the doctor and their family members. This again supports local business and gets your providers out trying something new. You don't have to pay for the tickets, just do the work negotiating rates on their behalf. You have the power of numbers on your side with a large group of high income earners. A lot of business would love to have their patronage. As always, any deals you strike will be "Compliments of Your Organization and the local Paint Ball Business".



40.) Be on the lookout for GRAND OPENINGS of any kind in your town. Arrange for a special closed door "sneak peak" for your physicians or their spouses. Sometimes new restaurants will comp the entire meal as they do a "trial run" before opening. New furniture stores may offer special discounts prior to opening their doors to the general public. You could combine an event like that with a local wine store that would like to expand their business by offering a free wine tasting to those that attend. New breweries are popping up all over. Before they open, get your crowd in there for a sampling with some hors d'oeuvres. As ever, "Compliments of Your Organization and _____ (The New Business)".



41.) Lumpy mail. If you are not familiar with this concept it is this - mail something that grabs the attention of the recipient, something that has dimension or causes a lump in the mailer or envelope. Example: a very small plastic toy saw placed in the envelope with the note, "I SAW you in the hall the other day and we at Your Organization just wanted you to know how fortunate we feel to have you as a member of our healthcare team". Hokey, yes. Memorable and able to make someone smile or laugh, you bet cha! Check out Garrett Specialties for cheap stuff under a buck and let your imagination run wild:

http://www.garrettspecialties.com/under_a_dollar.html

I would send out lumpy mail once a month or every other month. Just don't go totally cheap and leave it on the physician's desk. Part of the fun is getting it in the mail so burn a few stamps while they are still under a buck and mail it to their home.



42.) Movie theaters are under pressure these days. Some are always trying to find new ways to drum up more business. Contact your local I-max Theater or Multiplex Cinema and see what ideas they might come up with for your physicians and their families or for your entire organization at large. This could be a special closed showing of a family movie, an advanced showing of a family movie premier, or a midnight showing of a classic movie like ET, Star Wars, or a Christmas story where all the kids can come with their blankets and in their PJ's (with feet, of course). Serve hot chocolate. Make it something special and memorable. You don't have to foot the whole bill for an event like this. It would be enough just to make it happen and promote it. Or, you could comp the tickets. The per head cost would not be large, certainly far less than the per head cost of, say, a Christmas dinner.



43.) Provide enrichment seminars for your staff physicians. Medicine demands a lifetime of learning. Make it easier for your physicians to get the CME credits they require through your Area Health Education Centers. Provide other low cost learning opportunities that have nothing to do with medicine but everything to do with improving the lives of your physician staff. Doing so will mean fewer trips away for CME credits and therefore happier doctors. Survey your staff as to what kind of medical and non-medical enrichment programs they would like to see offered.

44.) Mark all physician birthdays, work anniversaries, wedding anniversaries not with just a card but with a gift delivered in person by someone in management. The gift does not have to be expensive. It could be a fragrant candle, a book, something to do with the doctor's interests or hobbies. A cupcake with a single lit candle doesn't sound like much but warmly delivered, it will be remembered.



45.) Ask each doctor what type pen they like to use. I have my favorite. Chances are your staff physicians do too. Try to keep them supplied with their favorite pen. At least give them a choice among several different types if every one's request can not be honored. Physicians must write and sign their name quite a bit and having a pen that does not write well or does not fit/feel well in the hand is a continuous annoyance. This is a bright spot in the workday you can provide at very little cost and effort.

46.) Show pride in your organization by giving your healthcare providers a coffee mug with Your Organization's logo on the side along with the providers favorite quote which you gleaned from the IPLP's. Imagine your doctor's surprise at seeing their favorite quote on a mug you have given them! Shop around and you will be surprised how little you will have to pay for custom mugs. It would be a great birthday or work anniversary gift which will not only be remembered but one that will be well used too.



47.) People are interested in people. People on one side of your building, maybe even down the hallway or in the lab, may not know anything about the lives of the people on the other side of the building. No doubt, the providers need to get to know the other members of your organization's staff better and the other staff members of your organization need to get to know the providers better. This can be a tremendous tool for building a sense of community within your organization. So have everyone sit down for a brief interview, glean information from the IPLP's and produce a one page, in office newspaper style feature article on a different provider in your organization every two weeks or every month, complete with pictures. Other personnel within your organization should also be featured in between the provider's articles. This is very easy to do now with desk top publishing software and a cell phone. You don't even have to print it if you have everyone's email addresses. Put your organizations PR person in charge of this. If you don't have a designated PR person you can bet there is someone within your group that has the itch and expertise to make this happen lickety-split.



48.) Get a large format book with blank pages or bind large sheets of paper together to form a large book that can be expanded for the purpose of putting together an office scrapbook. Put it in a central location where everyone has access to it. Every time there is an office function, celebration, birthday, or anniversary and pictures are taken, print some out and put them in the scrapbook. Let everyone contribute whatever they want. Write in names and dates under the pictures. When you do the things suggested in this list of "50 Things" for your physicians, take pictures and put them in the scrapbook. Each time a physician, PA, FNP, nurse, secretary, technician or any other employee is featured in the newspaper for doing something good, kind or wonderful then put that in the scrapbook too. Don't forget to include achievements and articles about their family members. Whenever a patient treated by your organization is featured in the newspaper for something inspiring or notable, put that in there too. Also, include bits and pieces like the gag cards that everyone laughed so hard out loud over which got passed around the entire office. Newborn baby pictures, kindergarten graduation pictures, refrigerator art, favorite cartoons out of the newspaper, graduation announcements, even obituaries of staff employees or favorite patients should go in the scrapbook. Over the years this will become a unique and highly valued treasure trove of the history of your organization. People will instantly connect with this and enjoy perusing the pages of years gone by. We have one in my office. It is nothing fancy. But, it doesn't have to be. We look at the items, pictures and articles in our scrapbook and we remember, we laugh, we sometimes cry, and we keep adding pages.



49.) I would be willing to bet that most of your physicians have a beloved family pet. This will be a fun activity for them and their physician colleagues. Do this on or near July 4th each year. Have each of your doctors bring in a picture of just their pet with the pet's name on the picture. Take a picture of each of the doctors just by themselves. Mix up the order and put all of the doctors/providers pictures on a poster board numbered with the photos numbered 1 through _____. Put all of the pet pictures on another poster board lettered A through _____. Over the course of a day allow each doctor one ballot to vote for which pet (letter) belongs to which doctor (number). Offer a prize to the doctor/provider who gets the most match-ups correct, say, a big cooler for summertime fun! Some variation on this theme can be repeated each year such as guessing the number of gumballs in an oddly shaped vase, guessing the number of golf balls and golf tees in a large fish bowl, three dart throws at balloons on a board with a note inside each balloon giving away some low cost summer fun items and one balloon with a super duper grand prize. I'll bet you can get certificates and giveaways from local businesses to go in the balloons. Give them all one extra guess or throw for each \$5 they donate to a local charity. 3W!



50.) Music's appeal is universal. Everyone's tastes in music varies. If you have done a thorough job of collecting completed IPLP's then you will know each provider's music tastes, however varied they may be. You can find articles on current trends in music on the internet for every genre out there, what's hot and what's not. Periodically print out information specific to your providers choice in music with a note that reads, "Thought you might like this", hand written and signed. Or, once a year leave a CD of some new music that matches the providers preferences from an up-and-coming artist or a gift card for a few free downloads from iTunes. Always include a signed hand written note from the management team that says something like, "We hope you enjoy the music we have picked especially for you", Compliments of Your Organization. Many physicians I know like to listen to podcasts and they are becoming more popular every year. Be on the lookout for new listings in areas where your provider has expressed an interest. Provide a synopsis of the new listings and where they can be found with a "Thought you might like these" hand written and signed note.



Bonus Idea #51.) Most cities and towns, even small ones, have AM radio stations which provide air time for public service segments or local talk radio shows. Offer to profile each of your doctors on one of their public service programs so the public can get to know them and what they do in medicine, for your organization and for their communities. Also, if asked most of your doctors would probably agree to be interviewed about the latest information or techniques in their area of specialty. This would give your providers another voice to the public, increase awareness about their specialty and the services your organization provides, and attract a following of some new loyal listeners to the radio station, all at no cost. 3W!



Bonus Idea #52.) Children are the ultimate apples of every parent's eyes. Any time a provider's child is featured in the local newspaper for a noteworthy accomplishment, clip out the article and mail it to the provider's child at their home address with a hand written note of congratulations. Put it in a "You've Been Noticed!" card signed by the CEO of your organization. This will be greatly appreciated by the child and the parents. Not only that, it will be put safely away and kept always!



Bonus Idea #53.) Perhaps this is the simplest, most effective, no cost way of recognizing your providers while building a stronger sense of community. If a provider gets a mention from a patient for being especially helpful, if a provider is rewarded by some other agency or society for an achievement, if a provider is recognized within the house of medicine or in the community for outstanding service then compound this benefit. Have the CEO or someone from upper management come down unannounced to look the provider in the eye, shake their hand and warmly say “Thank You for what you have done and continue to do for us and our community. I just wanted you to know how much we appreciate you and all of your efforts.” If you mean it, they will feel it. This will generate goodwill that can not be priced.



ABOUT THE AUTHOR –



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I am a writer, speaker, personal coach, podcast host and family physician. Physician burnout is my coaching and consulting specialty.

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My blog posts and can be found there as well.

For contact information simply click [here](#).

