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## Southern New England Practice Transformation Network: Thinking Outside the Box Solved Our Enrollment Challenges

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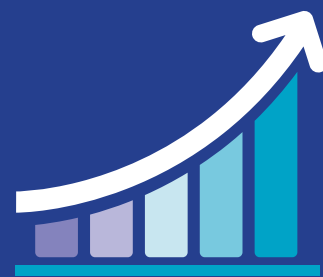
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## Thinking Outside the Box Solved Our Enrollment Challenges

### Annual Clinical Enrollment Targets

Year 1: **2667** + Year 2: **2603** + Year 3: **130**

Total: **5400**



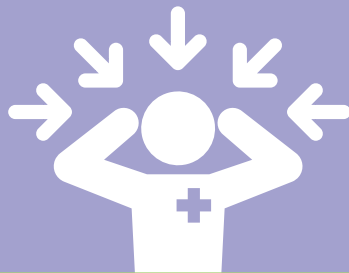
### TCPi Aim 1:

Support 140,000 Clinicians in Practice Transformation

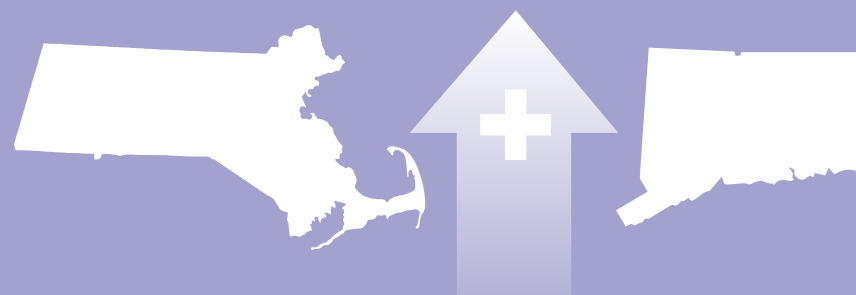
*"As a small practice owner, I am truly relieved to know that there are resources and good minds out there to help me navigate the changes."*  
— New member

### Challenges

**Transformation fatigue**



**Rapid growth of ACOs** in MA and CT made many clinicians ineligible



**Clinicians unclear of ACO status**



### Strategies

#### Refocus efforts:

- Recruitment became a part of everyone's job
- New outreach hire and bi-weekly "huddles" to increase team collaboration
- Target specific specialty clinicians and geographic areas

#### Outreach:

SANS, specialty societies, professional organizations, large practice networks



#### Techniques:

In-person meetings, conferences, website, webinars, email, social media, brochures



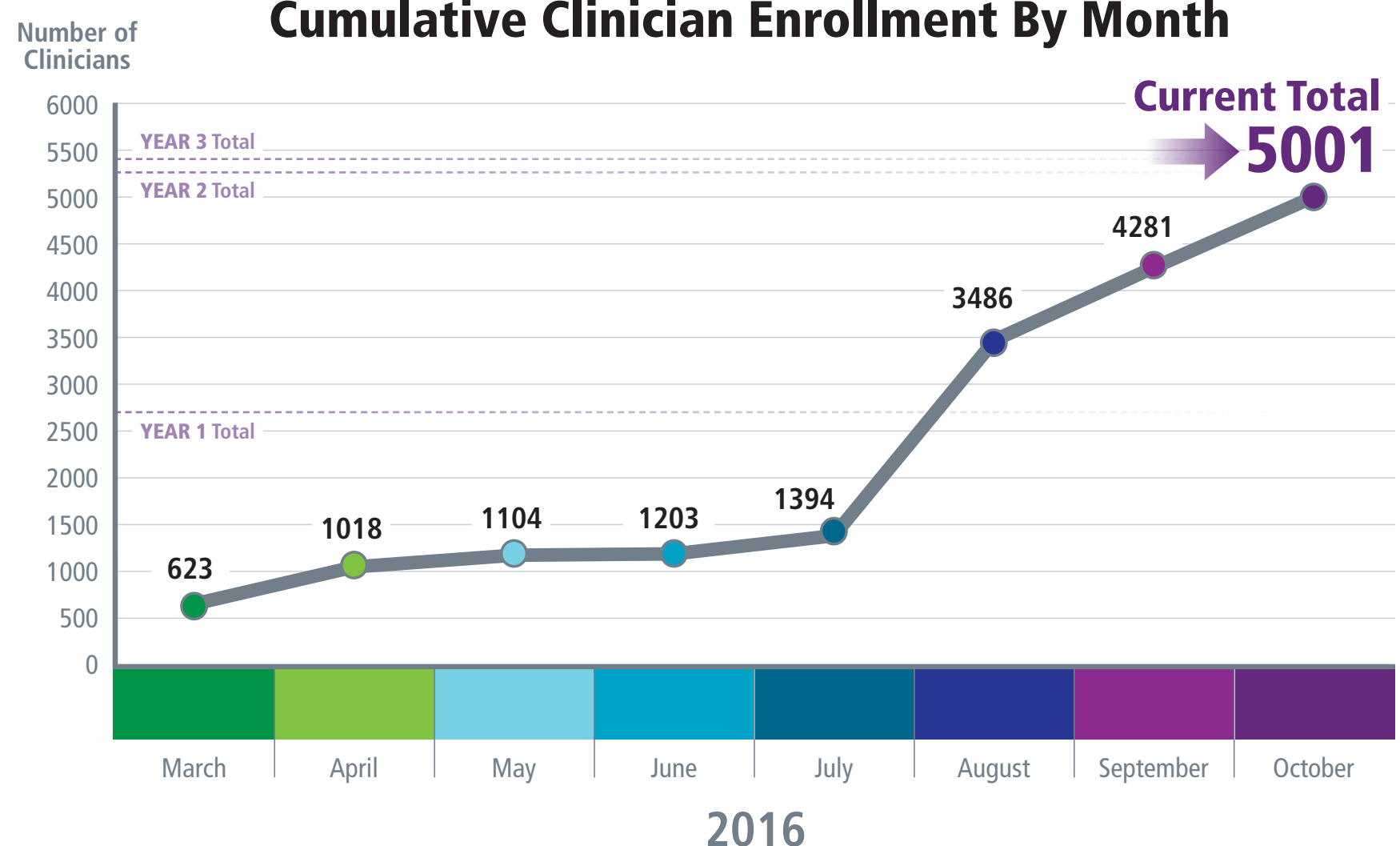
### Success

- Achieved **186%** of our Year 1 enrollment target by September 30, 2016
- Working with **Vision Source**, a large national network, opened up a network of providers

### Next Steps

- Expedite PAT and Transformation Plan completion**
- Evolve support team and messaging:**
  - Hire specialty care subject matter experts
  - Virtual communication with Webinars and "Office Hours"

Cumulative Clinician Enrollment By Month



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