



# 8 Tips to Get Physician Orders Signed in 7 Days or Less

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For post-acute care organizations, failure to get physician orders signed quickly is more than just a headache. Outstanding orders present significant cross-functional challenges, including:



## SLUGGISH CASH FLOWS

that create financial uncertainty



## ADDITIONAL PHYSICIAN FOLLOW-UP

that reduce time spent on other high-value tasks



## POTENTIAL DISCONNECT

between your care team and the patient's referring physician on the care the patient is receiving.

Follow this checklist to **streamline your people, processes, and technology** and achieve an order turnaround of seven days or less. Armed with this information, you can reduce unnecessary overhead, accelerate your billing cycles, and invest more time in improving your patient experience.

## 1

### Educate and Align Key Stakeholders

Achieving orders management success begins with aligning your internal and external stakeholders around a shared goal (in this case, getting orders signed as quickly as possible). Internally, your orders management employees should understand their role in helping your business accelerate its cash flow and facilitate better patient care.

- **Host internal training** to educate employees on how effective orders management helps your business and its patients.
- **Continuously emphasize** the importance of following best practices and removing friction where possible.
- **Create educational content** such as one-sheeters that your marketing and outreach teams can share with providers.

Externally, physicians and their teams must understand how signing orders in a timely manner can improve your mutual patient experience. Establish these expectations upfront by telling physicians why you're reaching out and why you'll continue do so if orders are not signed. Your goal is to create a mutual understanding of the importance of effective order management.

## 2

## Promote Effective Documentation and Processes

To get orders signed quickly, you need to **optimize your documentation and processes around efficiency**. Your internal documentation should maximize transparency, allowing your team to quickly find information like outstanding deliverables, expected timelines, special circumstances, and more.



Create a universal space for employees to find important information, such as current order statuses, takeaways from previous follow-ups, expected next-steps, physician-specific information, and more.

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Your processes should support impactful follow-ups by empowering your team to reach out to the right person, at the right time.



Rather than simply relying on days outstanding to prioritize physician outreach, you should consider a number of factors, including: expected timelines, days since previous outreach attempts, total number of outstanding orders, etc. Technology like Forcura can display all of this information and provide your team what it needs to optimize the list of providers to reach out to each day.

## 3

## Start the Process Early

Successful orders management begins at the moment of a referral. Each time you accept a new patient, you should capture the contact information of the physician and the person that will be signing their orders.

If a referral comes from an institution, investigate the primary care physician you will be interfacing with going forward. Additionally, make sure to add any face-to-face encounter notes to your centralized documentation to keep your team aligned.

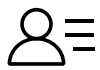


Encourage collaboration between business development representatives, patient onboarding staff, and physician outreach employees to maximize shared information from the outset.

## 4

### Empower Your Outreach Team

Your orders management team should feel empowered to do their best work. Allow your team to take ownership of their physician relationships by minimizing overlap between team members. This approach will enable them to conduct more effective, nuanced outreach on a provider-by-provider basis. Additionally, you should incentivize your team with monthly goals and tangible performance metrics.



**Assign individual accounts to your employees on a regional or provider level.**



**Incentivize and reward your team with goals + KPIs shared via communal dashboards**

## 5

### Focus on Physician Relationships

Ultimately, orders management is about building and maintaining effective, productive relationships with physicians and supporting staff. Failing to take a physician-centered approach could lead to additional friction and damage your long-term relationships.



**Avoid harassing providers with daily requests. Instead, maintain contact every 5-7 days.**



**Consolidate outreach by addressing all outstanding orders at once.**



**Minimize re-sends whenever possible; they create additional work for both teams and cause unnecessary confusion.**



**Maintain a single point of contact for physicians so they know where to direct their communications.**

## 6 Leverage Automation and Digitization

The right technology can maximize your team's effectiveness by eliminating unnecessary manual tasks, standardizing your processes, and enhancing cross-team collaboration. Look for a document workflow solution that can achieve the following:



### INTEGRATE

your document workflows with your EHR, so you can automatically send out orders as soon as they're recognized in the system.



### DIGITIZE

faxing to send and receive orders instantly.



### AUTOMATE

Re-sends using predefined rules on a per-provider basis.

## 7 Escalate Effectively

Even with optimized people, processes, and technology, you may still need to escalate orders occasionally.

**Having a streamlined, unified approach to escalations can cut down on time and preserve physician sentiment.**

- Define clear, consistent criteria for escalations.
- Craft a cross-functional process for initiating and completing escalations.



## 8

## Reflect and Optimize

Orders management is both an art and science; while interfacing with physicians requires nuance and tact, processes and technology should be fine-tuned using a data-driven approach. As you evaluate your orders management strategy, look for opportunities to improve the qualitative and quantitative outcomes of your efforts.



### LEVERAGE DATA

such as metrics found in Forcura's integrated BI reports — to assess operational and staff performance. These findings can pinpoint bottlenecks, redundancies, and other opportunities for improvement.



### GATHER TEAM MEMBERS

to discuss problem providers and review relationships on a regular basis.



### EVALUATE

the performance and long-term value of your physician relationships to optimize your provider portfolio.

## Setting Yourself Up For Success

As you can see, successful orders management requires careful consideration of your people, process, and technology. At Forcura, we've designed a document workflow platform that optimizes all three, providing your team with:

- Standardized document workflows and processes
- Centralized communications and internal documentation
- Enhanced integrations with your EHR
- Clear performance dashboards and insights
- Automated tasks and outreach
- Secure, cloud-based document transmission
- And much more!

Use the summarized checklist on the following page as a handy reference to guide your team to your new, more expedited orders cycle time.



**For more tips** on how to improve your orders management strategy, check out our on-demand provider relationship management webinar.

[Watch Now](#)

**Ready to Experience How Forcura Can Help your Business Thrive First-hand?**

**Schedule a Demo with Our Team Today!**



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- ☐ Promote effective documentation and processes
- ☐ Start the process early
- ☐ Empower your outreach team
- ☐ Focus on physician relationships
- ☐ Leverage automation and digitization
- ☐ Escalate effectively
- ☐ Reflect and optimize