Provider Behavior Change Communications

May 19, 2014

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Change Provider Behaviors
The Provider Archetype

Audience Profile:
Demographics
Roles
Behaviors
Factors associated with behaviors
Psychographics
Positioning

For Kamala, the franchise network is a prestigious health care network that offers her capacity building opportunities that help expand her business.
Positioning

For Kamala, LARCs are the long-acting FP methods that are safe and effective that bring her clients high satisfaction and improve the reputation of her clinic.
The Provider Experience
Pillars of Provider Behavior Change Communications

Provider Experience

Knowledge
- Provider needs, biases, motivations and goals
- Technical knowledge on services, products, protocols and health areas

Relevance
- Provides solutions to address individual provider needs and barriers to behavior change
- Truly listens to provider & incorporates their feedback into a tailored approach

Balance
- Genuine focus on helping provider help her clients
- Balance PSI needs with provider needs
- Honest representation
- Respects client choice

Service
- Builds productive & long-lasting relationships
- Connects with provider
- Consistent & timely follow-up to requests
- Provides innovative solutions

One-to-One Provider Interactions
Provider BCC Interaction Model

Plan

Engage: Uncover Provider Needs & Motivations

Deliver Solutions

Next Steps: Reinforce Solution

Evaluate
Provider BCC Framework

1. Adoption Stairway
2. Value Propositions to Address Needs
3. Overcoming Barriers and Objections
The Adoption Stairway

- **Awareness**
  - “I know about it”

- **Interest**
  - “I’m interested in learning more”

- **Trial**
  - “I’ve tried it myself”

- **Adoption**
  - “I use it regularly. I prefer it”

- **Advocacy**
  - “I want to tell others about it!”

**Trust** that it is worthwhile

**Belief** in the benefits and **ability** to use

**Curiosity** about its potential benefits

**Awareness** of the product or change
A value proposition is a statement that provides motivation for a change…

✓ States **a solution** to a specific provider need
  ▪ Can be an offering to the provider or a behavior the provider needs to adopt
  ▪ Must include the **benefit** for the provider
  ▪ Should be backed by credible proof
✓ Provides the motivation for providers to adopt the desired behavior
## Value Proposition

A value proposition has four elements:

<table>
<thead>
<tr>
<th>Part</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Solution</strong></td>
<td>What you are offering to the provider, and what specific behavior change it will require</td>
</tr>
<tr>
<td><strong>Impact</strong></td>
<td>Description and quantification of the benefit to the provider of making the behavior change</td>
</tr>
<tr>
<td><strong>Proof</strong></td>
<td>Evidence that substantiates your claim of impact</td>
</tr>
<tr>
<td><strong>Cost/Risk</strong></td>
<td>Cost of risk to the provider involved in making the behavior change</td>
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### Need
The provider is not trained in IUDs and interest is low. She doesn't see why it's worth her time.

### Value Proposition

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<td>PSI offers IUD training so that providers can increase the number of services they can offer to their clients</td>
<td>You’ll have an additional set of skills that set you apart from other providers and enable you to provide a new service that will attract a new type of client to your practice.</td>
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<th>Proof</th>
<th>Cost</th>
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<td>Other providers who have participated in the training have reported that they feel confident in their ability to perform IUD insertions after the training and feel that it has given them a certain prestige in the community</td>
<td>It will require that you dedicate time to the training but the skills you acquire are well worth it and will pay off in the long run.</td>
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Clients don’t ask for IUDs
Many clients looking for a long acting method may not be aware of the benefits of IUDs. IUDs are highly effective in preventing pregnancies and once inserted, there is nothing more your client needs to do or remember to be protected right away. IUDs also don’t cause many of the side effects that hormonal methods cause. IUDs have very low discontinuation rates so you know your clients will experience great satisfaction with IUDs. Satisfied clients respect and appreciate their providers and often return again and again for other services.
PBCC Toolkit: Capacity Building Resources

1. Organization & Structure
   - Program Assessment Tool
   - Organization
   - Job Descriptions
   - Workload Model
   - Provider Segmentation

2. Communication & Materials Development
   - Overview
   - PBC Communications Framework
   - Creating Visual Aids & Marketing Resources

3. Management & Coaching of Field Staff
   - Management By Objectives
   - Coaching
   - Field Visit Management
   - Counseling

4. Skills Building Curriculum for Field Representatives
   - PBC Communications Skills
   - Territory Management Skills
   - Advanced PBCC Skills

Drive provider behavior change to improve health outcomes for Sara

http://kix.psi.org/display/srht/Provider+Behavior+Change+Communications