



# Driving Physician Engagement in Clinically Integrated Supply Chain

## 10 Actionable Strategies for Supply Chain Professionals

A clinically integrated supply chain is built on partnership—not just cost control. This guide offers practical ways to help your team engage clinicians with confidence, foster alignment and ensure supply decisions reflect both operational and clinical priorities.

- **Start with clinical curiosity, not cost.**

Physicians respond best when conversations focus on patient care. Ask questions, listen to concerns and learn what matters most clinically.

- **Learn the clinical “why” behind products.**

Understanding how products are used in care settings shows respect and strengthens your credibility.

- **Know your audience.** Tailor your approach to where a physician falls on the bell curve—resistor, middle majority or adopter.

- **Meet clinicians where they are.** Simple actions—like using clinical language or wearing scrubs to meetings—can shift perceptions and increase receptivity.

- **Present accurate, relevant data.** Make sure your numbers are right—and meaningful. Use clinical outcomes, safety data and evidence to support your case.

- **Identify and support physician champions.** Work with well-respected clinicians who can communicate supply chain goals to their peers in ways that resonate.

- **Encourage peer-to-peer engagement.** Provide the tools and support for physicians to review and present data themselves. Change is more accepted when it's peer led.

- **Build dyad partnerships.** Create shared ownership by pairing clinical and operational leaders in key initiatives, like CQVA committees.

- **Be transparent and persistent.** Trust takes time. Stay engaged and keep showing up with good data.

- **Celebrate shared success.** Highlight stories of collaboration that led to better outcomes, fewer complications, or more efficient workflows.

**Remember:** You don't need to have a medical degree to be a trusted partner—you need to demonstrate a commitment to patient outcomes, a collaborative mindset, and a willingness to learn.

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