

Top 3 Tips for Educators Facing Program Challenges

- 1. Embrace change.** The traditional outpatient model has been the same for a long time. The programs that are succeeding are the ones that are trying new things. Things are not going to go as you think they're going to go. Stick with it and identify the barriers in your program. Think critically about how to make something successful. Anything can work as long as you are getting through to the patients. Pay attention to the numbers—don't be in denial. If you want to get your numbers up, you have to be where the patients are.
- 2. Show your value.** Be sure you are demonstrating your value to senior leadership, your patients, and the people who refer to you. Be the best educator you can be. Educate the office and hospital staff on what you actually do. A lot of providers don't understand or know what educators do or the value we bring. Become an expert on what your patients need and tailor your skills to each provider's patient population.
- 3. Keep fighting the good fight.** We cannot do this alone, and passion doesn't always pay the bills. We are educators first, but we also have to market our program and promote it. Look for ways to innovate and improve your offerings. Think of new ways to reach those patients who need you the most and be open and willing to try new things. And don't forget to ask for help!