

PHYSICIAN CHAMPIONS: LITERATURE SUMMARY



WHAT IS A PHYSICIAN CHAMPION?

Champions are individuals who contribute decisively to the innovation process by overcoming resistance to innovations, building support for them, and making sure that they are implemented.¹

Various types of healthcare champions have emerged, including executive champions who hold leadership positions within organizations; managerial champions who are responsible for managing clinical departments, wards or units; and clinical champions who are frontline clinicians.¹ Can be internal or external to the intervention site, and can self-identify, emerge, or be recruited.²



WHAT IS THE ROLE OF A PHYSICIAN CHAMPION?

The overarching goal of each champion, is to convince others to accept an innovation. To achieve this goal, champions perform many functions. These include:^{1,3-7}

- Advocate for the intervention/innovation & present rational arguments
- Disseminate knowledge
- Navigate boundaries between professional groups
- Appeal to higher authority
- Build relationships & coalitions
- Achieve consensus
- Manage the cultural change required



WHAT SKILLS AND COMPETENCIES ARE REQUIRED OF A SUCCESSFUL PHYSICIAN CHAMPION?^{3,5,6,8-10}

- Credible
- Relatable
- Personable & charismatic
- Confident & assertive
- Energetic
- Persuasive, persistent & enthusiastic
- Strong vision and desire for innovation
- Courageous & comfortable with risk
- Strong communication skills
- Relationship building skills
- Demonstrated success and experience across multiple levels of the healthcare system



WHAT IMPACT DO PHYSICIAN CHAMPIONS HAVE IN HEALTHCARE?

- Demonstrated influence on the engagement and buy-in of their peers for an innovation.^{2,4,7,11-15}
- Increase the likelihood of provider implementation of an innovation^{2,4,7,11-15}
- Improved quality of care^{16,17}
- Help change the culture of the organization and increase its capacity for change^{4,6}

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