

# Negotiating to Expand the Women's Health Program

Preparation Notes

(from Negotiation Skills, AAMC  
*Faculty Vitae*)

# Prepare! Prepare! Prepare!

- What are the shared interests?
- What options can we explore?
- To what standards can we refer?
- What are our alternatives? Our BATNA?
- What do we have to offer? How much leverage do we hold?

# Shared interests

- Curriculum grant for clerkships dovetail nicely with residency program; collaboration is attractive to clerkship directors
- Women's Health education assessment tools support ACGME Competency project
- Surgery residency program director is supportive in women's health as a platform for team building
- Potential for future federal grants if can build program
- Chair of hospital Board of Trustees is supportive

# Options

- Align residency program with medical student curriculum; develop joint teaching materials and teaching teams
- Develop team-building workshops as part of GME Core Curriculum
- Use department funds to request matching funds from hospital for development of community based research
- Present to the Hospital Board; ask for community support

# Potential Standards

- Market Value
- Precedent
- Scientific judgment
- Professional judgment
- AAMC Salary survey
- Other interdisciplinary services
- Evidence based outcomes
- LCME, ACGME, APGO Women's Health Competency project

# Potential Standards

- Efficiency and Cost
- Reciprocity
- Single presentation to multiple services; single teaching team for complex subject
- New services receiving teaching materials ; CME, student education systems , residency programs may share materials for teaching and assessment

# BATNA?

- We can always continue bringing residents to the clinics of those willing to volunteer in the program, whether we receive independent funding.
- Because we need learning objectives for the elective anyway, we can use those from the Women's Health Competency project.

# What leverage do we have?

- Patient base of women who seek interdisciplinary care through our practice
- High evaluations from the residents who rotate through the elective
- Infrastructure of teachers and patient base to support assessment of ACGME core competencies

# How can we increase leverage?

- Gain support of med school curriculum committee (need to get letter of support from the Dean)
- Use small local funding sources to build a program that will qualify for federal recognition and sustained funding

# How can we increase leverage for continuing negotiation?

- Gain visibility: Present abstracts at national meetings, publish papers in recognized journals to demonstrate scholarship
- Send letters of appreciation to sponsors in medical school and hospital leadership; build a network of supporters
- Work with Public Relations to get more media attention for the project

# Demonstrate Value

Collaborate and support each  
other as a team