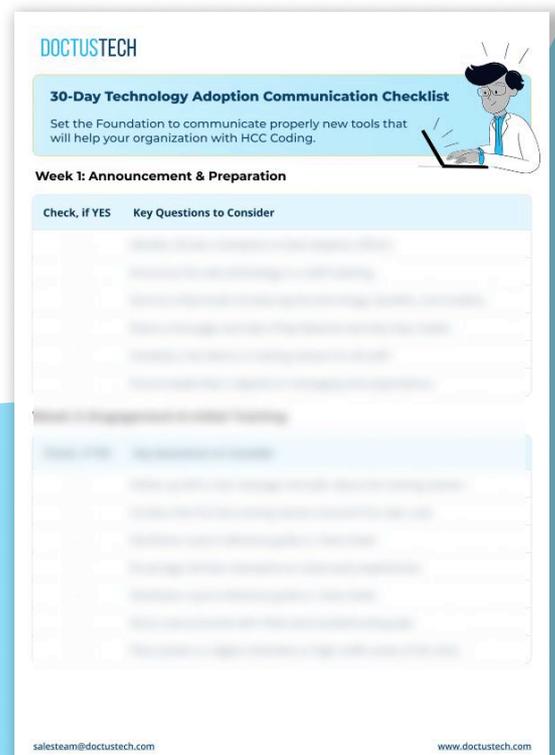


6 communication methods to improve technology adoption in clinics managing Medicare Advantage patients (+Checklist)



If you're trying to implement new technology in your Medicare Advantage clinics—especially anything tied to HCC coding or documentation—you already know it's not just about buying the right tool. It's about getting your clinicians on board. And that's where things often stall.

Maybe the platform has everything your team needs to streamline workflows, improve patient care, and stay compliant. But if your clinicians aren't using it—or worse, don't even see the value—it's not going to move the needle.

So why the disconnect?

In this guide, we break down what's really behind clinician resistance. You'll learn how poor communication, unclear incentives, and top-down rollouts can sabotage even the best solutions. More importantly, you'll get practical strategies to flip the script—to help your clinicians see the “why,” not just the “what.”

Before you roll out another training or send one more reminder email, take a minute to understand what's driving the resistance. Because once you get that part right, adoption becomes a whole lot easier. Let's start!

Common Reasons Clinicians Resist Adopting New Technology

Clinicians are the backbone of patient care, and any change to their workflow must be handled with care. While new technology often promises improved efficiency or outcomes, adoption can stall when the rollout overlooks the realities of clinical work. Understanding the common points of resistance is the first step toward building a strategy that actually works.

Lack of Clear Communication & Training

One of the most common breakdowns happens before the tool is even used: poor communication.

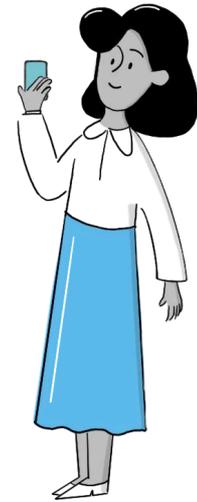
Many providers have experienced a rollout where they're sent one or two emails saying, “Here's a new tool—use it.” Maybe there's a training link, maybe not. But without structured, ongoing, and personalized guidance, they're left to figure it out on their own.

This lack of hands-on support—no live demos, no real-time troubleshooting, no follow-up—leaves clinicians confused and frustrated. Even when the tech has potential to help them, they can't see the value clearly enough to invest the time.

Mismatched Communication Channels

Clinicians don't spend their day refreshing their inbox. They're moving fast, going from patient to patient, jotting notes, and jumping to the next exam room. A training email buried in their inbox isn't going to cut through.

What does? Real-time, visual, and in-their-environment communication. Text messages, quick team huddles, and even posters in charting stations or break rooms are more likely to be noticed and acted on. If you want clinicians to take action, the message needs to meet them where they are—physically and mentally.



Time Constraints & Workflow Pressure

Resistance isn't always about attitude—it's about bandwidth.

Physicians and nurse practitioners are under constant time pressure. Even if they understand the importance of a new workflow, they often feel they simply don't have time to learn and apply it. For example, something like clicking a button in the EMR might seem small, but when they're rushing to finish progress notes between patients, that extra step can feel like a major disruption.

Other roles like coders or chart prep teams might have more time, but they often lack context. If they're being asked to adopt a tool that doesn't clearly fit into their workflow—or if they don't understand the bigger picture—it feels unnecessary and confusing.

Overcommunication Without Clarity

On the flip side, some organizations overcorrect by sending too many emails and updates, but without clear, accurate messaging.

For example, promising incentives like bonuses without explaining where the money actually goes (i.e., back into patient care, not directly to the provider, or back to the organization's leaders) can erode trust. Or delivering multiple conflicting messages can cause confusion and lead to disengagement. More communication isn't always better—it needs to be the right communication, with consistent and realistic expectations.

Change Aversion and Misaligned Incentives

Clinicians have developed their workflows over years—and they're good at what they do. Asking them to abandon a system they've mastered for something unfamiliar (even if it's better long-term) can feel like a massive step backward.

And if there's no clear benefit tied directly to their role? Forget it.

The most successful incentives are action-based, not outcome-based. It's not "you improved your RAF score, so here's a bonus"—it's "you used the new tool 80% of the time, so you've unlocked a reward." This gives clinicians a sense of control and a clear, attainable goal. But again, this only works if the incentive structure is communicated clearly and credibly

Poor Change Management and Lack of Follow-Up

Understanding the tool and actually using it are two different things—and this is where change management often fails.

Even when providers understand the "why," frustration can arise if the tech doesn't work perfectly the first time or if they get stuck and have no support. If those moments of confusion aren't addressed quickly, providers will revert to what they know—and the tech will be abandoned.

This is where follow-up matters: quick-reference guides, responsive help desks, live office hours, refresher training. Not just at launch, but over time.

Understanding these friction points—from communication gaps to misaligned incentives—can help teams build rollout strategies that meet clinicians where they are. But even when you've solved for resistance, communication missteps can still derail adoption. In the next section, we'll explore those pitfalls—and how to avoid them

Communication Mistakes That Slow Down Adoption in Risk Adjustment

We already explored how critical communication is to driving adoption, especially in the high-stakes world of risk adjustment. Getting clinicians and coders to embrace new technology isn't just about rolling out the tool itself; it's about how you introduce it, explain its value, and consistently reinforce its role in their day-to-day workflow.

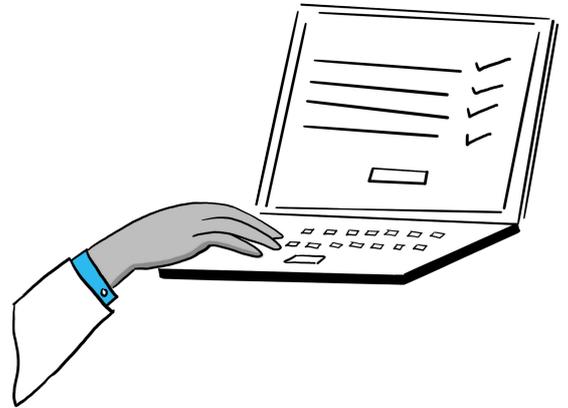
Now, let's take a closer look at the most common communication mistakes that can derail even the best-intentioned implementations



One-Time, Generic Announcements

If your rollout strategy starts and ends with a single email or memo, you've already lost momentum. Clinicians are flooded with information daily—without a structured, multi-touch communication plan, your message won't stick.

You need more than an FYI. Pair announcements with departmental meetings that walk through real-world use cases. Offer hands-on training sessions where providers can see the tool in action, and follow up with reminders and reinforcement to make sure the message lands.



Take this real-world example

In one implementation, an organization had two groups of users scheduled for a phased rollout—Group 1 at the beginning of the year, and Group 2 six weeks later. But communications meant for Group 1 accidentally went to Group 2, who hadn't even been onboarded yet. Those users were confused—some were eager to get started, others were annoyed they weren't included in the first wave. When their launch finally came, the excitement had already faded. Engagement never recovered.

If you plan a phased rollout, explain why. Make the criteria for each group clear, and ensure communications are targeted accurately. If you don't, you risk alienating half your users before they even log in.

Using Ineffective Channels

Using email alone is a mistake. Many clinicians don't check their inbox regularly—or your message gets buried. Worse, when emails show up from an unfamiliar vendor with no context, they're dismissed as spam.

Instead, use a blended approach:

- **Text messages** for training reminders.
- **Posters** in break rooms highlighting time savings and compliance benefits.
- **Internal champions** who can answer questions on the fly.
- **Announcements in team huddles or department meetings.**

This kind of multi-channel approach makes it harder for important information to slip through the cracks.

Lack of Transparency

Clinicians don't want to feel like they're being handed a tool just to check a box. They want to know why this change is happening and how it helps them.

If you're not transparent, people start to make up their own narratives—and those rarely work in your favor. They might think: “This is more work,” “I wasn't included in the planning,” or “Leadership doesn't trust us to do our jobs.”

Be clear from day one:

- Why are we doing this?
- How will it make documentation easier?
- What's the direct benefit to the provider or coder?
- What do we expect from each role—and by when?



One real example drives the point home

Remember the organization that split its rollout into two phases without explanation? Well, the second group felt like the “B team.” They couldn't understand why they had to wait, and no one internally could explain the logic behind the delay. By the time their launch arrived, they were disengaged, and adoption suffered.

Transparency builds trust. And trust builds momentum.

Overcomplicating the Message

Risk adjustment can be complex, but communication around new technology doesn't have to be. Overloading messages with technical jargon or long-winded explanations leads to disengagement. Instead, messages should be clear, concise, and tailored to different organizational roles. **Clinicians, coders, and administrators have different priorities, and each group should receive messaging that directly addresses their needs and concerns.**

Information should be easy to digest, with key takeaways highlighted rather than buried in dense paragraphs.

No Clear Accountability

Too often, one person inside an organization volunteers to “own” the rollout, but they aren’t equipped to manage the communication, training, and troubleshooting alone. The result? Miscommunication, missed details, and lost trust.



Consider this case

We’ve seen admin teams try to customize our templated emails without fully understanding how our tool works. Their edits unintentionally misrepresented how the platform functions, leading clinicians to distrust the tool and the vendor. And once a clinician thinks you're sending inaccurate information, it’s hard to get their attention again.

Successful rollouts require a small but committed team:

- One person focused on operations.
- One person handling communications.
- One clinical champion who understands workflows and can advocate internally.

This team can field questions, reinforce the message, and keep the rollout moving.

No Ongoing Support or Follow-Up

Training isn’t a one-and-done event. Without reinforcement, people forget. Without a support system, problems go unresolved. And without regular communication, momentum dies.

Every rollout should include:

- A dedicated point of contact for technical and workflow questions
- Follow-up office hours and live Q&As
- Monthly updates sharing adoption data, success stories, or quick tips



Here’s another real-world example

In one case, an organization failed to follow up after the initial rollout. Without continued communication, providers forgot what the tool was or why it was necessary. When the vendor eventually reached out, some mistook the message for spam. Without proper context or internal support, the vendor never got the chance to explain the platform’s value either.

Without consistent communication and reinforcement, initial momentum fades and adoption stalls. Consistency is what turns a launch into lasting behavior change.

By avoiding these communication pitfalls, healthcare organizations can drive higher adoption, improve HCC coding accuracy, and ensure compliance—leading to stronger financial and clinical outcomes in risk adjustment. However, the key to success lies in implementing effective communication methods

6 Effective Communication Methods for Technology Adoption

Now that we have explored the cause of resistance and some communication mistakes, let's discuss actual communication methods that we can help you use to increase technology adoption.

You must remember that it's not just about announcing the change—it's about ensuring that providers understand the benefits, feel supported during the transition, and actually use the new tool in their daily workflow.

Here's how to communicate effectively and drive adoption:

01 In-Person Meetings & Training Sessions

Face-to-face communication is one of the most effective ways to introduce new technology. Consider incorporating the announcement into all-hands meetings, quarterly provider gatherings, or even morning huddles where teams are already engaged. A live demonstration allows providers to see the tool in action, and a Q&A session ensures that concerns are addressed immediately. Having leadership present during these sessions reinforces the importance of the adoption and encourages buy-in from the start.



02 Identify & Empower Clinician Champions

Peer influence is powerful in a clinical environment. By selecting respected providers as clinician champions, you create trusted advocates for the new technology. These champions can share their firsthand experiences, provide informal training, and help colleagues navigate the transition. They also serve as a bridge between leadership and frontline clinicians, ensuring that feedback flows both ways and adjustments can be made as needed.

03 Utilize Multi-Channel Communication

Different people absorb information in different ways, so relying on a single communication channel isn't enough. Instead, use a combination of methods:

- **Text Messages & Phone Calls:** More immediate and harder to ignore than emails.
- **Posters & Printed Materials:** Reinforce key messages in common areas like break rooms and nurses' stations.
- **Email Follow-Ups:** Provide additional details, training materials, and links to resources.
- **Digital Resources:** On-demand videos and quick reference guides allow providers to learn at their own pace.

By reinforcing the message across multiple touchpoints, you increase the chances of adoption.

04 Address the 'Why' & Align Messaging to Clinician Roles

To gain provider buy-in, focus on how the technology benefits them directly. The messaging should be tailored to their specific roles:

- **Physicians & NPs:** Show how it improves patient outcomes and reduces administrative burden.
- **Coders & Chart Preppers:** Highlight efficiency gains and accuracy improvements.
- **Medical Assistants (MAs):** Emphasize how it streamlines patient intake and administrative tasks.

The key is to clearly explain how the tool will save them time, simplify their workflow, and ultimately make their job easier.

05 Implement an Incentive-Based Approach

Incentives can be a strong motivator, but they should focus on actions rather than rigid performance metrics. For example, instead of basing incentives on complex scoring, offer rewards for completing key adoption steps (e.g., "Use the new EMR tool 80% of the time in the first month to unlock a bonus"). Sharing success stories from early adopters also helps build enthusiasm and encourage participation.

06 Provide a Structured 30-Day Adoption Plan

Technology adoption doesn't happen overnight, so a structured rollout plan helps keep teams on track:

- **Week 1:** Announce the tool, introduce it in meetings, and identify clinician champions.
- **Week 2:** Follow up with texts and emails, distribute FAQs, and provide hands-on training.
- **Week 3:** Address challenges, collect feedback, and refine communication strategies.
- **Week 4:** Reinforce the benefits, showcase success stories, and continue offering support.

By setting clear expectations and providing ongoing support, you ensure that the transition is smooth and successful. **To help you put this plan into action, we've included a checklist at the end of this guide—so you have everything you need to implement these steps with ease!**

Final Thoughts: Change the Mindset When Talking About Tech Adoption

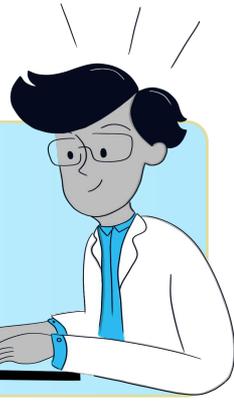
Successful technology adoption in MA clinics isn't just about introducing a new tool—it's about creating a smooth, supported transition that ensures long-term success. By using clear, multi-channel communication and providing ongoing support, clinics can reduce resistance, boost clinician engagement, and ultimately improve patient care.

A structured, transparent approach helps providers feel confident rather than overwhelmed.



Implementing new technology in a Medicare Advantage clinic is no small feat—but with the right support, it doesn't have to be a struggle. That's where DoctusTech comes in. As your AI copilot, we don't just help with adoption—we drive lasting transformation. Our solutions streamline workflows, ensure compliance, and empower clinicians with the tools they need to succeed.

Ready to see the difference? **[Get a demo today.](#)**



30-Day Technology Adoption Communication Checklist

Set the Foundation to communicate properly new tools that will help your organization with HCC Coding.

Week 1: Announcement & Preparation

Check, if YES	Key Questions to Consider
<input type="checkbox"/>	Identify clinician champions to lead adoption efforts.
<input type="checkbox"/>	Announce the new technology in a staff meeting.
<input type="checkbox"/>	Send an initial email introducing the technology, benefits, and timeline.
<input type="checkbox"/>	Share a one-page overview of key features and why they matter.
<input type="checkbox"/>	Schedule a live demo or training session for all staff.
<input type="checkbox"/>	Ensure leadership is aligned on messaging and expectations.

Week 2: Engagement & Initial Training

Check, if YES	Key Questions to Consider
<input type="checkbox"/>	Follow up with a text message reminder about the training session.
<input type="checkbox"/>	Conduct the first live training session (record it for later use).
<input type="checkbox"/>	Distribute a quick-reference guide or cheat sheet.
<input type="checkbox"/>	Encourage clinician champions to share early experiences.
<input type="checkbox"/>	Send a second email with FAQs and troubleshooting tips.
<input type="checkbox"/>	Place posters or digital reminders in high-traffic areas of the clinic.

Week 3: Address Challenges & Reinforce Adoption

Check, if YES	Key Questions to Consider
<input type="checkbox"/>	Check in with early adopters for feedback.
<input type="checkbox"/>	Schedule office hours for providers to ask questions
<input type="checkbox"/>	Send a reminder text/email with success stories or early wins.
<input type="checkbox"/>	Provide additional micro-training sessions as needed
<input type="checkbox"/>	Address workflow concerns and refine messaging based on feedback.
<input type="checkbox"/>	Encourage leadership to reinforce adoption in their communications.

Week 4: Solidify Habits & Measure Success

Check, if YES	Key Questions to Consider
<input type="checkbox"/>	Conduct a short survey to gather user feedback.
<input type="checkbox"/>	Host a final reinforcement session to address remaining concerns.
<input type="checkbox"/>	Recognize and celebrate early adopters.
<input type="checkbox"/>	Send a final email with key takeaways and next steps.
<input type="checkbox"/>	Ensure ongoing support channels are clearly outlined.
<input type="checkbox"/>	Set a follow-up date for a post-implementation review.
<input type="checkbox"/>	Continue to highlight the benefits and long-term impact in regular communications.



Need Help Getting Started?

DoctusTech is here to guide you, and our solutions are designed to help your organization succeed.