



Below are a few strategies and key messages to keep in mind when pitching Breathe Well, Live Well® to healthcare providers.

Ease Healthcare Provider Concerns

When it comes to gaining the support of healthcare providers reinsure that they will maintain professional autonomy and will have central role for directing the patient's care. Additionally, reiterate that Breathe Well, Live Well® is here to help them manage their patients' asthma when they are not in the office. The program teaches strategies to make office visits more productive which can save the healthcare providers time, reduce the drain on office staff, and lead to better patient health outcomes.

Provide Tailored Asthma Education

Don't forget to stress the good outcomes that are achieved through a combination of quality provider care supplemented by asthma self-management education. Also, describe to the healthcare providers that Breathe Well, Live Well® is flexible and can be tailored to the participant's needs.

Identify Healthcare Champions

When identifying a healthcare champion try to consider starting with leaders in the local medical community. Gaining a healthcare provider who is a leader in the medical community can enlist the support of other practitioners. This can result in a practitioner advisory committee developing where they can provide input on patient identification and recruitment and implementation tactics.

Success Breeds Success

Share success stories from Breathe Well, Live Well®. Once physicians see that the program has been successful they are more willing to participate. Paint the picture that Breathe Well, Live Well makes good medical sense.

Some examples of how this can be done include:

- Highlighting that the program was adapted from an effective clinic-based group education program for community-based implementation at the University of Alabama at Birmingham.
- Results from the pilot of the adapted program showed that the program was effective in increasing asthma knowledge, confidence in managing asthma, and increased frequency of asthma self-management practices.