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| **Positive Leadership for PCMH Development** | The Virginia CHC Leadership Institute Logo |
| PCMH development requires positive leadership and authentic commitment from every member of the team. This tool outlines 25 positive practices for leading PCMH development in your organization. The practices are based on research and experience with organizations that are able to optimize the PCMH model of care. To learn more about these practices, visit the Elevation learning community.\* |
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| **Leadership** |
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| * **Be Strategic**. View PCMH as a strategic asset that can help the organization serve patients, support staff, strengthen partnerships, and generate funding.
* **Build Relationships**.  Build win-win relationships around PCMH with service partners, payers, funders.
* **Create a Positive Environment**.  Foster a positive work environment where team members are supported and rewarded for advancing PCMH.
* **Equip People for Excellence**.  Help team members learn and grow by offering education, coaching, and mentoring for PCMH development.
* **Champion the Mission**.  Be a champion for PCMH – especially when people are working hard and some may be questioning the value of PCMH.
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| **Strategy** |
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| * **Define the Mission.  Embrace PCMH as a mission-critical strategy for the organization.**
* **Focus on the Customer.  Focus PCMH on delivering value for patients, staff, service partners, payers, and funders.**
* **Define the Value Proposition. Define a specific PCMH value proposition for each customer segment.**
* **Evaluate Results.**Evaluate the impact of PCMH for patients and selected other customer segments.
* **Develop a Plan.  Develop a plan for sustaining and improving PCMH as a core strategy of the organization.**
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| **Management** |
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| * **Provide Direction.** Give team members clear direction about their role and responsibilities for PCMH.
* **Manage Workload.**  Be creative about managing job responsibilities and workload so people can contribute to PCMH development without experiencing toxic stress or burnout.
* **Encourage Collaboration**.  Encourage people to work together and share know-how for PCMH development.
* **Support Learning.** Give people opportunities to try new skills, make mistakes, and grow from their experience in PCMH development.
* **Manage Change**.  Be proactive about communicating, listening, guiding, and supporting people through the process of PCMH development.
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| **Teamwork** |
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| * **Be Committed.** Ask team members to make an authentic commitment to achieving team goals for PCMH development.
* **Be Connected**.  Ask every team member to join the team for PCMH development.
* **Be Collaborative.** Encourage team members to share PCMH knowledge and work together to solve PCMH challenges.
* **Be Supportive**.  Support team members who need help with the transition to PCMH.
* **Be Resilient.**  Model and teach resilience to help the team stay positive when PCMH challenges arise.
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| **Self-Direction** |
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| * **Commit to Growth.** Encourage team members to take initiative by viewing PCMH development as an opportunity for learning and growth rather than just another responsibility.
* **Prioritize Learning.**  Challenge team members to engage in focused learning about PCMH.
* **Seek Coaching**. Encourage teams members to seek coaching if they are struggling with PCMH development.
* **Create a Personal Development Plan. Incorporate PCMH as part of each team member’s development plan.**
* **Commit to Wellness**. Encourage team members to practice healthy living, and demonstrate that the organization cares about their health and well-being.
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