

**Worksheet**  
**Crafting Your Elevator Speech as a Practice Improvement Facilitator**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

PF Program: \_\_\_\_\_

Use this worksheet to develop a clear and engaging elevator speech tailored to primary care providers (PCPs). Fill in the blank lines to create your personalized speech.

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**1. Introduction**

- **Who are you?**
  - Write your name and title:
    - *Example: "Hi, I'm [Name], a Practice Improvement Facilitator with [Organization]."*

Your answer:

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**2. What You Do**

- **What is your role, and how do you help PCPs?**
  - Briefly describe your work:
    - *Example: "I collaborate with primary care practices to enhance patient care, streamline workflows, and reduce provider stress by implementing evidence-based strategies."*

Your answer:

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**3. Story – A Recent Example**

- **Describe a specific success story to demonstrate your impact.**
  - **What was the challenge?**

*Example: "The practice was struggling with appointment backlogs and inconsistent follow-ups for chronic care patients."*
  - **Your answer:**

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- **What action did you take?**

*Example: "We redesigned workflows, trained the care team, and implemented a*

*simple patient outreach system."*

- **Your answer:**

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- **What were the results?**

*Example: "They reduced missed follow-ups by 25% and improved A1C control rates across their diabetic population."*

- **Your answer:**

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#### **4. Why It Matters**

- **How does your work help PCPs achieve their goals?**

- Connect your work to the provider's mission:

- *Example: "My aim is to create sustainable solutions tailored to your practice so you can focus more on delivering excellent patient care."*

**Your answer:**

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#### **5. Call to Action**

- **How can you start a conversation about working together?**

- Write a question or statement that invites engagement:

- *Example: "I'd love to hear about your priorities and see how I can support your practice. What's something you're currently working on improving?"*

**Your answer:**

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#### **6. Deliver Your Speech**

- **Practice giving your elevator speech.**

- Time how long it takes to deliver:

**Time:** \_\_\_\_\_

- **Does it fit within the ideal range (30-60 seconds)?**

If not, refine and adjust your speech for clarity and conciseness. Repeat the process until your timing feels natural and impactful.

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