

**ADA PF Training 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. The PF Program You Work For

- **Share a little about the program or initiative you are part of.**
  - **What is the mission of the program?**  
*Example: "I'm part of [Program Name], a nationwide initiative aimed at supporting primary care practices in delivering better care through quality improvement coaching and data-driven solutions."*  
**Your answer:**  

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  - **What makes the program unique?**  
*Example: "We provide hands-on support to practices, offering tools, training, and resources to help care teams work more effectively and improve patient outcomes."*  
**Your answer:**  

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  - **What has the program achieved?**  
*Example: "Since its launch, our program has helped hundreds of practices reduce care gaps and implement sustainable workflows."*  
**Your answer:**  

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#### 5. 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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#### 6. 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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#### 7. 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)?**

**Your Elevator Speech:**