**Year 1:** 2667 + **Year 2:** 2603 + **Year 3:** 130

**Total:** 5400

**Challenges**
- Transformation fatigue
- Rapid growth of ACOs in MA and CT made many clinicians ineligible
- Clinicians unclear of ACO status

**Strategies**
- Refocus efforts:
  - Recruitment became a part of everyone’s job
  - New outreach hire and bi-weekly “huddles” to increase team collaboration
  - Target specific specialty clinicians and geographic areas

- Outreach:
  - SANS, specialty societies, professional organizations, large practice networks

- Techniques:
  - In-person meetings, conferences, website, webinars, email, social media, brochures

**Success**
- Achieved **186%** of our Year 1 enrollment target by September 30, 2016
- Working with Vision Source, a large national network, opened up a network of providers

**Next Steps**
- Expedite PAT and Transformation Plan completion
- Evolve support team and messaging:
  - Hire specialty care subject matter experts
  - Virtual communication with Webinars and “Office Hours”

**To learn more visit us on the web at:** www.sneptn.org

"As a small practice owner, I am truly relieved to know that there are resources and good minds out there to help me navigate the changes."

– New member