2017 AAPL ANNUAL CONFERENCE
CASTING A WIDE NET
JUNE 21-23, 2017

Conference Information
Naples Grande Beach Resort | Naples, Florida
Dear AAPL Members and Conference Attendees,

Please join the American Association of Physician Liaisons (AAPL) for our 2017 Annual Conference as we experience one of Florida’s hidden gems, the award-winning Naples Grande Beach Resort in Naples, Florida. This conference features a distinctive program developed FOR physician liaisons BY physician liaisons. New editions this year, as requested from previous evaluations, include:

- More physician presenters
- Collaborative physician/liaison team talks
- Valuable best strategies discussions
- Additional small group breakouts
- More time for question and answer opportunities
- First-time attendee meet-n-greet
- Optional dine-around networking event
- Specialty consultant and vendor presentations

The Physician Liaison role continues to evolve with the changing tides of healthcare and because of this, more of us find ourselves taking on additional duties as many health systems and free-standing facilities strive to provide high quality care at a lower cost. The theme of our conference, “Casting a Wide Net” speaks to this ever-changing environment and to the variety of organizations we as an organization represent. What we do today and who we represent may change tomorrow but one thing remains the same, each of us is a leader within our respective organization due to the unique role we play with independent and employed physicians.

Understanding who inspires us and how we can inspire others will ultimately increase our ability to engage physicians, clinic managers and staff and we are thrilled to have Sonny Randall, our keynote speaker and Chief Exceptionality Office at Leaderality, present “The Art of Inspiring Leaders”.

Additional experts will speak on a variety of trending topics, including:

- Getting Ahead of Changing Waves in Healthcare
- Spreading Success with NEW Providers
- Thinking Big, Innovation and Leadership
- Wait, You Expect Me to Talk to Referring Physicians – “I Never Learned that in Medical School”
- Proving Your Value as a Liaison

In closing, I want to thank each of you for your interest in attending our conference. This conference is successful because our attendees are engaged in the learning process, participate in educational sessions and networking events, and have a strong desire to expand their knowledge and develop professionally. Physician Liaisons are an amazing group of professionals and I encourage you to “Cast a Wide Net” and invite your colleagues to attend. The Naples Grande Beach Resort provides AAPL with a venue that is the perfect blend of relaxation and enjoyment; the optimal environment for professional growth!

See you in the Sunshine State!

Sara Miller, Manager, Physician Liaison Program
St. Luke’s Health System
AAPL 2017 Program Committee Chair
CONFERENCE OBJECTIVES AND MISSION STATEMENT

The American Association of Physician Liaisons, Inc. is a not-for-profit professional society of members who serve in a physician liaison capacity in many different types of institutions and hospital settings. The annual AAPL Conference highlights topics and educational sessions based on the needs identified by our members, but one of the main benefits of attending is networking! Attendees have the opportunity to interact with others in similar sized organizations, discuss best practices, evaluate which activities have good return on investment, and learn what’s new in the field and how our roles are changing in response.

CONFERENCE OBJECTIVES

1. Learn about the “Art of Inspiring Leaders” and how this will ultimately improve your leadership skills.
2. Actively engage in networking opportunities with liaisons from across the country.
3. Learn best practices from industry experts, physicians, and your peers.
4. Participate in breakout sessions with colleagues from similar type facilities – academic hospitals, community hospitals, and independent free-standing facilities.
5. Learn how to demonstrate your value to others in spite of ever-changing and uncertain times.
6. Take part in interactive sessions based on your experience level – new, experienced, and management tracts available.
7. Learn first-hand tips and tricks to improve physician interactions.
8. Identify tools and resources to improve individual and team productivity.
9. Learn about the latest healthcare trends and how this will impact you and your program.
10. Learn about the AAPL and identify opportunities to engage and share your knowledge and experience with other liaisons.

The geographic makeup of our AAPL membership is shown below:

MISSION STATEMENT

The American Association of Physician Liaisons exists to advance the art of physician and healthcare provider relationships through the provision of educational programming, professional development, shared resources and networking opportunities.
Sonny Randall, MA, CPLP, is the founder and CEO of Leaderality, LLC. He has been in the field of Leadership Development for 15 years. Sonny has a BA in Communications and a MA in Lay Ministry and has been recognized as a Certified Professional in Learning and Performance by the American Society for Training & Development. Prior to establishing Leaderality, LLC, Sonny was responsible for the Leadership Development Programs for: U.S. Bank, Steiner & Associates, Weltman, Wienberg & Reis, The American Cancer Society and The Evangelical Lutheran Church in America.

Sonny lives in Powell, Ohio with his wife (Lori) and his three children (Samuel, Anna and Adam.) Sonny is an “outside the box” thinker with strengths in the areas of Leadership Development, Recognition & Appreciation and Generational Awareness.

Favorite Website: whoinspiredyou.com
Favorite Food: Oreos … and a glass of milk
Favorite Past Time: Coloring (with Crayola Crayons … of course)
Favorite Song: “One” by U2
Favorite Color: Blue
Favorite Book: “Everything I Needed to Know I Learned in Kindergarten”
Favorite Thing to do at the Beach: Build Sandcastles

The Art of Inspiring Leaders

What is Leaderality?
We know Leaderality isn’t in the dictionary, but it should be in your vocabulary.

Why?
Have you ever stopped to think about who inspires you? Inspiring leaders are all around us. You may find that they naturally guide others or perhaps even you, or that people naturally follow them and hold them in high regard. Today, inspiring leaders are as diverse as a box of Crayola Crayons, not the box of 8, the box of 64! As different as leaders are today, our research indicates that there are 4 qualities that most inspiring leaders share. It is simply the extraordinary that is worth sharing.

That is Leaderality!
The Art of Inspiring Leaders is a fun, creative and interactive presentation that integrates our proprietary methodology (i.e. our Leaderology) and Crayola Crayons to help you identify and recognize the extraordinary in you … and those who inspire you.

AAPL CONFERENCE FEE SCHEDULE AND REGISTRATION

The Conference registration fee includes three continental breakfasts, two luncheons, five refreshment breaks and a cocktail reception.

AAPL Active Member Early Registration Discount……………………………. $525.00
(Registration must be made by Friday, April 7, 2017)

AAPL Active Members Registration (After April 7, 2017)………………….. $565.00

*Non-AAPL Member Registration…………………………………………………. $685.00

*Join AAPL! Receive the benefits of membership and the reduced conference registration fee. Apply for membership at: www.physicianliaison.com
(applicants must meet the membership criteria.)
Naples Grande Beach Resort
475 Seagate Drive
Naples, Florida 34103

The Naples Grande Resort is a luxury property located along the Gulf of Mexico. Spacious accommodations include private balconies with stunning views. Naples Grande Beach Resort was voted Conde Nast Traveler Top 5 Gulf Resorts in the US Reader’s Choice Award 2016! This centrally located resort is just minutes away from pristine beaches, beautiful sunsets and challenging golf courses. Naples offers an eclectic and historic downtown filled with world class dining and luxurious shopping including Fifth Avenue South lined with charming cafés, art galleries, and boutique shops.

Hotel Amenities:
• Spa and Resort Activities.
• Five restaurants and the open air Sunset Veranda lounge.
• Two pools exclusive to adults with private cabana rentals and the Mangrove pool which offers a beach style entry making it the ideal location for younger children and a 100 foot twisting waterslide.
• Open air tram ride to secluded beach.
• Beach services available including meal/drink services, luxury chaise lounge and umbrella rentals.

Complimentary Resort fee extended to AAPL Conference Attendees!
AAPL has negotiated a complimentary resort fee for our attendees. (The usual fee is $37 + tax per night.) The resort fee includes: 1-800/local calls, standard internet WIFI in guestroom, bicycle rentals, beach towels and luxury chaise lounges, beach games, range balls and use of driving range at Naples Grande Golf Club, 24 hour access to the fitness club, newspaper in the lobby, kids welcome gift, participation in special resort activities, 10% discount on kayaks, paddle boards, tennis court fees and kids club.

AAPL Conference Discounted Hotel Room Rates
$189 single/double plus taxes

Cut-off date for the AAPL Conference rate is May 27, 2017. Special rate can be extended 3 days prior/post conference dates based on availability.

Hotel Parking
Self parking is offered at a discount of $10 per day for AAPL conference attendees. (Usual rate is $18/day.) Valet is available to guests at $28 per day.

Travel Details
The Southwest Florida International Airport (RSW) is located in Ft. Myers and is approximately 29 miles from the Naples Grande Beach Resort.

Over 48 cities offer non-stop service directly into RSW (Southwest Florida International Airport) which is a pleasant 30-minute drive to the resort.

While the closest airport to Naples is Ft. Myers (Southwest Florida International) the hotel is easily accessible from the following airports:

- Hollywood Fort Lauderdale – 1 hour and 30 minutes
- Miami – 2 hours
- Tampa – 2 ¾ hours
- Orlando – 4 hours

Shared Ride Service From (RSW) Southwest Florida International Airport
This service provides a representative that awaits for passenger arrivals and assists with directions to the shuttle.

Arrivals: Transfer departs from the airport at the top of the hour, 10:00 am – 8:00 pm.

Departures: Transfer departs from the hotel at the top of the hour, 6:00 am – 2:00 pm.

Rate: Special negotiated rate for AAPL attendees is extended at $40.00 per person one way, plus service charge. Advance reservations are required to take advantage of this rate.

Private Vehicle Options are available as follows:
- Sedan - $75.00 one way
- SUV - $95.00 one way
- Van - $140 one way

Taxi Service
Available from Ft. Myers (Southwest Florida International Airport) at approximately $70.00 one way.

Shared Ride Reservation Link for AAPL Conference Attendees

Please note there is a charge to book resort reservations by phone. The resort reservations phone number is 1-844-210-5931.
WEDNESDAY, JUNE 21, 2017

7:00 am – 5:00 pm  Registration

7:15 am – 8:15 am  Continental Breakfast

7:15 am – 8:15 am  New Member Ice Breaker Continental Breakfast

8:15 am – 8:30 am  Welcome/Conference Overview
James Finnen, AAPL President
Senior Physician Liaison
Baylor Scott & White Health
Round Rock, Texas

8:30 am – 9:30 am  Opening Keynote: The Art of Inspiring Leaders
Sonny Randall, MA, CPLP
Founder & CEO
Leaderality, LLC
Powell, Ohio

9:40 am – 10:30 am  Refreshment Break/Visit Exhibits

10:30 am – 12:15 pm  Center Type Facility Breakout Sessions
What are other centers like mine doing? Learn and discuss specific issues that your peers manage in institutions similar to your own in a small group setting. Liaisons present their solutions and best practices relating to those experienced at type-specific centers and facilities.

12:30 pm – 1:30 pm  Group Luncheon

1:30 pm – 2:30 pm  Diamond Sponsor Plenary Talk
Presented by

2:30 pm – 3:15 pm  Value Based Healthcare
Timothy R. Smith, MD
Assistant Professor of Neurosurgery
Brigham and Women's Hospital
Boston, Massachusetts

The United States healthcare system is struggling with rising costs, poor outcomes, waste and inefficiency. The Patient Protection and Affordable Care Act (PPACA or ACA) represents a substantial effort to improve access, and emphasizes value-based care. Value in healthcare has been defined as health outcomes for the patient per dollar spent. However, given the opacity of health outcomes and cost, the identification and qualification of patient-centered value is problematic. These problems are magnified by highly technical, specialized care (e.g. Neurosurgery). Market principles can be harnessed to drive costs down, improve outcomes, and improve overall value to patients. However, there are many caveats to a market-based, value-driven system, which must be identified and addressed. Patient-centered value can provide a philosophical mooring for the development of healthcare policies that utilize market principles without losing sight of the ultimate goals of healthcare, to heal patients.

3:15 pm – 3:50 pm  Refreshment Break/Visit Exhibits

4:00 pm – 5:15 pm  Liaison Training Tracks

New Liaison Training Tracks

Making Each Physician Visit the Best Ever!
Kriss Barlow, RN, MBA
Principal
Barlow/McCarthy Hospital-Physician Solutions
Hudson, Wisconsin

Mitzi Kent, RN, BSN
Vice President of Strategy and Physician Relations
LifePoint
Brentwood, Tennessee

We all want to make great visits and new liaisons feel the pressure to get it right. How do you prepare and implement even if the audience is not so willing? This session is designed to provide tactical suggestions for meaningful visits for the doctor, your organization and the liaison. We’ll use interactive discussion, case study and best practices for framing the must-haves for effective visits, capturing internal needs and creating the right interest at the practice. Join us to learn a few new concepts to make your physician visits the best ever.
**WEDNESDAY, JUNE 21, 2017**

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<th>Manager/Director Training Tracks</th>
<th>Experienced Liaison Training Tracks</th>
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<td>Getting Ahead of the Changing Wave in Healthcare</td>
<td>Moving Beyond “Dreaded” Meet and Greets: Innovative Physician Liaison Strategies to Minimize Time and Maximize ROI in your Outreach Program</td>
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<tr>
<td>Darrell Mosby</td>
<td>Christine Figler, RN, BSN, OCN</td>
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<td>Vice President of Regional Development</td>
<td>Physican Relations Representative</td>
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<td>Nationwide Children's Hospital</td>
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<td>Matt Hughes</td>
<td>Stephanie Lesavoy, MBA</td>
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<tr>
<td>Manager, Physician Relations</td>
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5:15 pm – 6:30 pm   Networking Cocktail Reception

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**Join the only professional network powered by & developed for Physician Liaisons.**

**Build Your Network:** AAPL is a resource for building meaningful and strategic friendships and professional networks. Participate in the organization individually or with your entire team. Meet colleagues in facilities or health systems like yours, or meet peers working in systems that are vastly different than your own to expand your knowledge, reach, and impact of our profession.

**Participate in Professional Development:** Attend the 2017 Annual Conference which is one of the many educational offerings designed specifically by physician liaisons for physician liaisons. It doesn't get any better than learning from the best and brightest of those in your own profession. AAPL also offers three regional one-day workshops and a robust webinar series.
The American Medical Association’s (AMA) Incoming President, David O. Barbe, MD, will describe the ways the AMA is helping to shape the future of health care through its strategic goals and its bold initiatives that are empowering physicians, improving the health of the nation, and reimagining medical education.

Dr. Barbe will also discuss factors leading to physician dissatisfaction and burnout, including problems with electronic health records, a burdensome regulatory environment, and barriers to providing high-quality care.

By understanding some of the specific challenges physicians encounter in the practice environment, physician liaisons will be better able to address their needs in the context of their professional relationship.

Innovation in healthcare is the engine for improving outcomes and quality. Unfortunately, most healthcare leaders know little about fostering innovation and creativity. This presentation will engage participants in actively thinking about both their own personal creativity and how to encourage innovation in their own organizations with examples and exercises from diverse fields.
FRIDAY, JUNE 23, 2017

7:15 am – 8:00 am  Continental Breakfast

8:00 am – 8:15 am  Announcements
James Finnen, AAPL President

8:15 am – 9:00 am  Spreading Success with NEW Providers
Chantal Reyna, MD
Assistant Professor Breast Surgical Oncology
University of Texas MD Anderson Cancer Center
The Woodlands, Texas

Ty Tillery
AAPL Member
Houston, Texas

While they are equipped to begin the practice of medicine, physicians who have finished their training aren’t always similarly prepared to set about the business of building a practice. Even physicians who are well versed in the business of medicine, could often use a roadmap, paved with successful strategies aimed at establishing strong referral relationships. This discussion will identify some key areas undertaken in the planning, execution, and successful final results.

9:00 am – 9:30 am  Refreshment Break/Visit Exhibits

9:30 am – 10:10 am  Wait, You Expect Me to Talk to Referring Physicians – I Never Learned That in Medical School
Todd A. Ponsky, MD, FACS
Akron Children’s Hospital
Akron, Ohio

Dr. Ponsky’s presentation will give an inside look at his time in the field with the Liaisons and how this has shed light on what is truly important to the referring physicians. Dr. Ponsky is a pediatric general surgeon. His passion for his patients and for keeping the referring physicians happy will be felt by all in attendance.

10:15 am – 11:30 am  Closing Keynote Presentation: Intentional Value – Make YOU Matter
Tammy Tiller-Hewitt, MHA, FACHE
CEO and Chief Motivational Officer
Tiller-Hewitt HealthCare Strategies
Pocahontas, Illinois

What do you do when the industry, your organization - even your life - changes without asking your permission? In uncertain times, it’s up to each of us to be intentional about making choices that demonstrate our value to others. Tammy will discuss the big difference between good intentions and intentionality, which bridges the gap between plans to grow and true growth. Through relatable examples, light-hearted audience interaction and thought-provoking insights, Tammy will close the conference by offering clear choices that will help you grow personally and professionally, and deliver the value that makes you matter to your organization, yourself and others.

11:30 am – 11:45 am  Closing Remarks and Welcome To Our 2017-2018 AAPL President
James Finnen, AAPL President
Senior Physician Liaison
Baylor Scott & White Health
Round Rock, Texas

Gail Chellis, AAPL President-Elect
Director, Physician Relations
St. Anthony’s Medical Center
St. Louis, Missouri

Conference Concludes
WE GRATEFULLY ACKNOWLEDGE OUR CONFERENCE SPONSORS

DIAMOND LEVEL

Dedicated to delivering service-line growth for health systems around the country, the Tea Leaves team is focused on delivering business intelligence solutions specifically for the healthcare industry. With over 40 combined years of experience in healthcare business development and marketing, our client service and strategy teams have unrivaled expertise in helping health systems maximize profits and prioritize efforts to deliver growth. Learn more at www.TeaLeavesHealth.com.

PLATINUM LEVEL

Marketware is the leading provider of outcomes in physician referral development, market insight, and patient acquisition strategies for healthcare facilities across the United States. Marketware’s premier Growth Suite applications are designed to empower business development and physician relations teams to grow, retain, and discover new volume opportunities across service lines. To learn more, visit www.marketware.com.

QuintilesIMS is a leading integrated information and technology-enabled healthcare service provider dedicated to helping clients improve their clinical, scientific, and commercial results conducting operations in more than 100 countries. Companies seeking to improve real-world patient outcomes and enhanced clinical trial outsourcing, care provision and access can leverage QuintilesIMS’s broad range of healthcare solutions to drive new insights and approaches. Protecting individual patient privacy, QuintilesIMS uses healthcare data to deliver critical, real-world disease and treatment insights. To learn more, visit www.QuintilesIMS.com.

Sg2 is the industry authority on health care trends, insights and market analytics. Our unique integration of analytics and expertise helps organizations develop sustainable growth strategies that create an effective System of CARE and ensure market relevance. Visit Sg2.com for more information.

GOLD LEVEL

Celebrating 15 years of growth in partnership with hospitals, health networks and other healthcare organizations, Tiller-Hewitt works with these valued clients to create financial growth, increase efficiency and improve provider satisfaction and retention. Our laser-focused strategic approach to sales, business development, and growth is built on three pillars: Systems, Data and People. Fostering strong relationships with physicians and advanced practice providers, our high-performance liaison, referral, onboarding and retention programs enable clients to achieve return on investment through top line growth and bottom line results. To learn more visit www.tillerhewitt.com, call 866-651-8701 or contact us at info@tillerhewitt.com
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