

Conference Presenters

Steven C. Bjelich
President and CEO
Saint Francis Medical Center
Cape Girardeau, MO

Jerry Bridge
President, Bridge Practice
Management Group
Carlsbad, CA

Liz Canan
Director, Enterprise
Referring Physician Office
Mayo Clinic
Rochester, MN

David Cook, M.D.
Senior Vice President,
Strategic Growth/Integration
and Innovation
Novant Health
Winston-Salem, NC

Katrina T. King
Director, Network Development
Novant Health
Winston-Salem, NC

Ronald A. Paulus, M.D.
EVP, Chief Technology
& Innovation Officer
Geisinger Health System
Danville, PA

Christine Sasser-Perry
Senior Physician Liaison
Duke University Health System
Durham, NC

John Presutti, D.O.
Medical Director,
Referring Physician Office
Mayo Clinic
Jacksonville, FL

Barbara W. Thompson
Vice-President of Marketing
and Public Relations
Saint Francis Medical Center
Cape Girardeau, MO

T. Hayes Woollen, M.D.
President Novant Medical Group
and Physician Services
Novant Health
Winston-Salem, NC

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PO Box 13891
Maumelle, AR 72113



Annual Conference & Membership Meeting



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Walt Disney World®, Florida
June 24 - 26, 2009



Introduction

Welcome to the 9th Annual American Association of Physician Liaisons (AAPL) Conference. AAPL was incorporated in 2000 and is an organization of health care professionals actively engaged in representing physicians within hospitals and health care centers. The goal of AAPL is to bring those who function in a physician liaison capacity together for educational and networking opportunities. The conference this year is in *Walt Disney World*®, Florida.

Who Should Attend

Health care professionals who are actively engaged in medical staff development, building referring physician relationships, and enhancing physician relations for improved organizational strength.

Educational Objectives

- Learn how culture influences physician satisfaction and patient care
- Understand challenges physicians face; learn how addressing management issues and providing assistance with practice development advances the physician relationship
- Receive a “tool kit” specific to physician sales that can help improve physician relations
- Dramatically increase your productivity and produce the results that are most important to you
- Organize and manage your work to create a new level of effectiveness
- Identify the key drivers of our current healthcare dilemma (cost, quality, access) and what options are likely to work
- Communicate and work more productively with physicians to face healthcare issues as reimbursement, policy and practice become increasingly problematic
- Describe potential strategies to connect with referring physicians
- Share referring physician tactics/strategies



Conference Registration

The process for conference registration has changed. Please register for the conference online at:

www.physicianliaison.com

Registration Fees

The registration fee for members is \$295 and \$445 for non-members. You can pay by credit card online or make your check payable to AAPL and mail your payment with your online registration confirmation to:

AAPL
C/O AM Management, LLC
PO Box 13891
Maumelle, AR 72113

Hotel Accommodations

The conference is being held at *Disney's BoardWalk* Inn in *Walt Disney World*®, Florida. A block of rooms is reserved in the Association's name. Our special group rate is \$225 per night, plus tax and fees. Reserve your room and buy discount park tickets on-line:

<http://mydisneymeetings.com/meetingsite/aapl/index.cfm>

Airport Transportation

Disney's Magical Express Transportation is free to conference attendees and provides airport pick up at Orlando International Airport, transportation to *Disney's BoardWalk* Inn, and luggage delivery from the airplane to your resort room. Departure assistance includes in-hotel boarding pass and return transportation to Orlando International Airport. Reservations are required and it is recommended that you make your reservations at least 30 days in advance by calling:

1-407-827-6777

For questions email: questions@physicianliaison.com

Deadline for Registration:
May 31, 2009

AGENDA

Wednesday, June 24

3:00-5:00 p.m. EXHIBIT SET UP
5:00-7:00 p.m. REGISTRATION & WELCOME RECEPTION

Thursday, June 25

7:30-8:00 a.m. EXHIBITS OPEN & BREAKFAST
8:00- 8:15 a.m. WELCOME: AAPL President, Melanie Meyer
8:15-9:15 a.m. **Integration is the “Key” to the Future**
David Cook, M.D., T. Hayes Woollen, M.D., & Katrina T. King
9:15-10:15 a.m. **Making the Connection:**
The Mayo Clinic Experience
John Presutti, D.O. & Liz Canan
10:15-10:30 a.m. BREAK & VISIT EXHIBITS - Door Prize Drawings
10:30-11:30 a.m. MEMBERSHIP BUSINESS MEETING
11:30-12:30 p.m. BREAKOUT SESSIONS - Academic Medical Centers / Community Hospitals
LUNCH & VISIT EXHIBITS
12:30-1:45 p.m. **The Pending Health Care Crisis:**
Implications for Physicians (and others)
Ronald A. Paulus, M.D.
1:45-2:45 p.m. BREAK & VISIT EXHIBITS - Door Prize Drawings
2:45-3:00 p.m. **DISNEY INSTITUTE TRAINING**
3:00-4:30 p.m. Leadership Excellence

8:00- 9:30 p.m. **ILLUMINATIONS: REFLECTIONS OF EARTH DESSERT PARTY**
After Hours at Epcot®. Free Admission for Conference Attendees. \$15 for each guest, payable at the conference

Friday, June 26

7:30-8:00 a.m. Exhibits Open & Breakfast
8:00-9:00 a.m. **Building Comprehensive Physician Relations Strategies**
Steven C. Bjelich & Barbara W. Thompson
9:00-10:00 a.m. **“If Healthcare is About Wellbeing, then Why Am I So Stressed Out?”**
Jerry Bridge
10:00-10:15 a.m. BREAK & VISIT EXHIBITS - Door Prize Drawings
10:15-11:15 a.m. **“Sales vs Service: Tools for Best Practice”**
Christine Sasser-Perry
11:15-12:30 p.m. BOX/LUNCHES - BREAKOUT SESSIONS
Experienced Liaisons/New Liaisons

Conference Concludes