

# THE LIAISON

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## Building Relationships: Practice Manager's Luncheons



In an effort to build relationships with physicians and their office staff, Rutherford Hospital started a bi-monthly Practice Manager's Luncheon in December 2008. This luncheon is provided by me at a clubhouse that our hospital has access to for free and that is right behind our facility. It involves all physician practice managers in our small, rural county, our hospital Business Services Director, our VP of Business Development, and occasionally our President and CEO.

We want to make sure our hospital is transparent and communication is open between our hospital Senior Management and Physician/offices—that is why we have them present to answer any questions or squelch any rumors, etc. . . . We even allow other office staff to attend if the practice manager thinks they will benefit from the speaker topic. We range about 18-28 in attendance, which is great for our county, which is very spread out. Some of these practice manager's travel 20-25 minutes to attend.

The luncheon program consists of information concerning compliance, notices of any upcoming events, information on new docs, services, or classes being provided, a guest speaker on a particular topic and a door prize. We



originally started offering this luncheon on a monthly basis. Since everyone is so busy, it was suggested that we meet bi-monthly starting in April 2009. We have had presentations concerning Red Flag Rulings, our Cancer Patient Navigator Program, ICD-9 coding, Scheduling/Registration, & Release of Medical Records/PHI. My physician directories, patient class info, physician CME info, and anything I think is relevant is always available.

We also allow for Q & A, which can get very interesting, but stay positive. This is not intended to be a complaint session. It is a very positive, free offering for this group of professionals who enjoy getting together to share and network what works best for their offices. In addition, this has been my ticket in to physician offices. I've been able to effectively establish positive relationships with each office and their staff. It has enabled me to assist with concerns or issues and find out a lot of things that have been going on that impact our

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## FROM THE PRESIDENT....

Dear Colleagues:



The Annual Conference and Membership meeting is just weeks away! We are pleased to offer a program that includes nationally recognized leaders in the healthcare industry and that gives attendees an excellent opportunity to network with fellow liaisons.

Within the upcoming weeks, you will receive the annual membership survey electronically. Please take a few minutes to complete the survey. Your response will help provide a very valuable resource to our membership. The survey results will be reported during the meeting in Orlando and will also be posted on the web-site for your convenience.

Many resources have been put in place this year to enhance services to our membership. The Board of Directors will continue to implement additional services throughout the upcoming year and welcomes your ideas for improving our organization.

This is my last newsletter message as president and I would like to thank you for giving me this opportunity to serve. It has been an honor and a privilege.

Sincerely,

*Melanie Meyer*

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## Easy Access for Physicians Provides Easier Access to Physicians



The single most effective tool used at Dayton Children's not only to gain access to physicians and staff, but to build relationships AND business, is the online referral option and KidsCare Link (KCL), a web-based results program.

KCL allows physicians and staff to look up everything about their patients who have been treated at Dayton Children's, including lab and imaging results, specialist consults, emergency department and urgent care visits. Referring offices are even able to view when a child is scheduled for surgery at our hospital.

While it is a given that pediatric offices find KCL useful, it has been a great tool to offer family practice offices that Dayton Children's has had little, if any, interaction with in the past. Physician liaisons began offering KCL and training offices on the program in January 2009, and to date 70 regional offices current use KCL or scheduled to be trained. Family practice offices make up 28 of those 70.

There has been a tremendous response to both the online referral option as well as KCL and both will continue as an option to community physicians. Dayton Children's has the belief that if it is easier for physicians to refer on the front end, and offer results quickly and accurately on the back end, sales will continue to increase.

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## Building Relationships continued..

hospital-both positive and negative. The referral coordinators have opened up honestly to me with their concerns about the need for additional types of specialists that are needed in our community and why they refer out-of-county.

These Practice Manager Luncheons have definitely been worth every minute and penny spent. They have enabled our hospital to rethink some of its strategic planning, research our needs and look for innovative ways to keep business in our county and develop additional business for our hospital and the hospital-owned physician practices. In addition, it has enabled me to develop positive, honest, open relationships with each physician practice. The practice manager's enjoy getting together with each other and not having to take charge of the planning to do so. I've also received many kudos from physicians thanking me for offering this and what a great idea it is.

I have only been a physician liaison since October. When I first took this position, I had no direction and our President and CEO was the only individual who knew the role of a physician liaison. (It was his idea to have a physician liaison.) I basically started from scratch, joined the AAPL, & networked via phone with contacts provided on the website. What a tremendous help that AAPL website was for me. A few physician liaisons in our state decided to start a NC Physician Liaison networking group. Since it was just started in January, I was in at the beginning stages and found out that all of us, with the exception of 3, were new to the physician liaison position. We meet quarterly at a designated hospital, tour the facility, have lunch and network. Our group gets larger each time. Many thanks to Jena Folger & Stacie McClellan at Wake Forest University Baptist Medical Center and Christine Sasser-Perry at Duke University Health System, for starting this group. I've learned so much.

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## Membership Renewal

If you have not already renewed your 2009 AAPL membership, please log on to [www.physicianliaison.com](http://www.physicianliaison.com) and renew today. Reminder - AAPL members get a discounted conference registration fee.

# 2009 AAPL Conference 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. & Thomas Wollen, M.D.  
Novant Health, NC  
9:15-10:15 a.m. *Making the Connection: The Mayo Clinic Experience*  
John Presutti, D.O. & Liz Canan  
Mayo Clinic  
10:15-10:30 a.m. Break & Visit Exhibits - Door Prize Drawings  
10:30-11:30 Membership Business Meeting  
11:30-12:30 p.m. Breakout – Academic/Private  
12:30-1:45 p.m. Lunch & Visit Exhibits  
1:45-2:45 p.m. *The Pending Health Care Crisis: Implications for Physicians (and others)*  
Ronald A. Paulus, M.D.  
Geisinger Health System, PA  
2:45-3:00 p.m. Break & Visit Exhibits - Door Prize Drawings  
3:00-4:30 p.m. Disney Training  
8:00- 9:30 p.m. Dessert Party/Illuminations (After Hours Epcot)

## Friday, June 26

- 7:30-8:00 a.m. Exhibits Open & Breakfast  
8:00-9:00 a.m. *Building Comprehensive Physician Relations Strategies*  
Steven Bjelich, CEO & Barbara W. Thompson  
St. Francis Medical Center, MO  
9:00-10:00 a.m. *"If healthcare is about wellbeing, then why am I so stressed out?"*  
Jerry Bridge, President  
Bridge Practice Management Group, Carlsbad, CA  
10:00-10:15 a.m. Break & Visit Exhibits - Door Prize Drawings  
10:15-11:15 a.m. *Toolbox of Best Practice Pearls*  
Christine Sasser-Perry  
Duke University Health System, NC  
11:15-12:30 p.m. Box/Lunches - Breakout Sessions:  
Seasoned/New Liaisons

# AAPL Conference Breakouts

We are excited to offer two Breakout Sessions during the AAPL meeting this year that will allow you to focus on the type of facility you represent and where you are in your liaison career.

The first breakout session is Academic vs. Non Academic Healthcare Systems. These breakout sessions will be led by the Board Members and will be an open forum for you to ask questions among your peers.

The second breakout session is Experienced vs New Liaisons.



Kriss Barlow will lead the Experienced Liaisons session. Located in Hudson, Wisconsin, Kriss has spent her entire professional career in healthcare. For the last 12 years in a consulting role, she has used her prior knowledge gained from clinical and business development within organizations, to support clients in physician relations retention and sales, physician recruitment and medical staff development. She's the author of HealthLeader's book, *A Marketer's Guide to Best Practices in Physician Relations* and coauthor of an earlier book, *Physician Relations Today: A Model for Growth*. She is a certified sales instructor and is on the Board of Directors for the National Medical Staff Certification. She has a Bachelors Degree in Nursing from Augustana College, Sioux Falls, South Dakota, and a Masters in Business Administration from the University of Nebraska.



Lori Brenner will lead the New Liaisons session. Lori Brenner has been a Hospital Relations Strategist, Hospital Sales, for Physicians Practice, America's Leading Practice Management Journal since December 2005. In this role, she works with hospitals in the central-US to help achieve their goals of communicating with physicians. She also consults with her hospital clients on best practices for physician relations. Prior to joining Physicians Practice, she was employed by Saint Joseph's Hospital - a large, regional referral hospital in Central Wisconsin for 17 years. Her most recent role at SJH was director of physician relations. Among her accomplishments at SJH are implementation of a physician liaison program, a referral tracking system, issue resolution process, and a physician-to-physician call center. She was also a systems analyst in IT, where she was a member of the team responsible for large-scale implementation of a real-time electronic medical record. In this role, she also managed remote physician access to the EMR. Lori holds a degree in Business Administration from the University of Wisconsin-Platteville.

## Register Today



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AAPL Annual Conference & Membership Meeting  
June 24-26, 2009  
Disney's BoardWalk Resort  
Orlando, Florida

Room Rates: \$225 a night (Room block expires on Friday, May 29)

Conference Registration : \$295 Members/\$445 Non-Members

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

## Vendors

**Thank you to the following companies for supporting the 2009 AAPL Annual Conference and Membership meeting:**

Photobooks, Inc.

PracticeLink, Ltd.

SCI Solutions

ASPR - Association of Staff Physician Recruiters

ACP-American College of Physicians

Barlow/McCarthy, LLC

Healthline Systems, Inc.

Contact Intelligence

Kristi Smith Consulting, LLC

Marketware

Reality Check Screening

Software Solutions Group

Strategic Sales Systems, Inc.

## Conference Information

\* We are excited about our Thursday evening IllumiNations: Reflections of Earth Dessert Party at Epcot®. Free Admission for Conference Attendees. \$15 for each guest (if they do not already have a park ticket), payable at the conference. Epcot Park entry begins at 8:00 pm.

\* Don't forget to make reservations for your complimentary Disney's Magical Express Transportation . Disney picks you up and takes you from Orlando International Airport to the Resort, while their "hands-free" luggage service delivers your bags from the plane directly to your room.

\*Are you extending your stay or bringing your family? Visit the AAPL group website <http://mydisneymeetings.com/meetingsite/aapl/index.cfm> to buy discounted park tickets and to find out more information on Kid's Night Out, Baby-sitting Services, and other recreational activities available.



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## Website Enhancements

Logon to the AAPL website and upload your business photo to your profile to appear in the online AAPL Membership Directory. Additional enhancements and resources coming soon!



The *Liaison* is produced for the American Association of Physician Liaisons, Inc. by the University of Arkansas for Medical Sciences Physician Relations Department.

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