

THE LIAISON

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Call to Action: AAPL Board of Directors

It is time for nominations for the 2010-2011 AAPL Board of Directors. There are four At-large Board positions open for the up-coming year. Applications are due May 7, 2010.

Serving on the Board is an excellent opportunity for you to become more involved in our dynamic organization, to take a leadership role in a national organization, to provide your facility with recognition, and to help charter the future of the AAPL. Criteria for nominations include:

- Minimum of 2 consecutive years as a member of AAPL in good standing
- Attendance at the Annual AAPL conferences
- [AAPL Bylaws](#) have been read, understood and will be strictly enforced
- Available to participate in teleconference board meetings as required occurring no less than 3 to 4 times per year



- Time requirement to fulfill board responsibilities is supported by respective facility

The Board of Directors Nominating Process can be found at https://www4.physicianliaison.com/shared-files/AAPL/Brochures/board_of_directors_nominating_process_042010.pdf.

If you are interested in serving on the 2010-2011 AAPL Board of Directors, please complete the [2010-2011 Board of Directors Nomination Form](#).

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FROM THE PRESIDENT....

Dear Fellow AAPL Members,

Recently, my hospital began a new relationship with a large community hospital in another state. At a medical staff meeting we were invited to, I reviewed my role and how I could be



of assistance to the group before me. Afterwards, I was approached by one of the physicians and he asked me, in essence, if I was the connection for him and his staff to the Brigham and Women's Hospital physicians? I smiled and said that yes, I was the connection to the physicians; just like our logo says. And so are all of you.

Spring is here and that means the AAPL Annual Conference and Membership Meeting is getting closer with each passing day! The 2010 conference will be held June 23 – 25, 2010 at the Westin Tabor Center in Denver, Colorado. The brochure for the conference is posted on the AAPL website and registration is open. This is a wonderful educational opportunity for all AAPL members. Based on feedback from attendees at last year's conference, we have modified the program format to now include interactive breakout

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Bright Ideas from AAPL Members

Service Line Outreach

I serve as the cardiac physician liaison for Kettering Medical Center. My main focus is working with our cardiac service line, cardiac physicians, cardiac offices staff and primary care physicians that refer into our cardiac service line. We are in the process of



expanding our cardiac service line/program by building a new Heart Hospital which will be located on our main campus. This is scheduled to open this summer.

I have been working on several outreach activities which seem to be very useful and helpful. I have created a quarterly cardiac newsletter that is sent to all cardiac offices to update office staff and physicians on any new changes that have occurred within our cardiac service line. An example is updated cath lab pre op orders, scheduling changes in the cath lab as well as changes within central scheduling. I always have plenty of information regarding changes/issues to provide each quarter to the offices. This seems to be very beneficial to all the offices and also helps increase communication and improve relationships.

I also have implemented quarterly lunch meetings called “Lunch & Learn” in which the office staff/schedulers/office managers are invited to come to our main campus for lunch to discuss current issues/concerns between our facilities and the offices/physicians. This is a great way for the office staff to meet each other and network together. We meet for an hour and I provide lunch, discuss certain agenda items and I also have someone from our cardiac

service line speak briefly to provide any pertinent information/changes/issues.

This really seems to be beneficial for the office staff and has definitely improved relations and help build referrals from our splitter groups.

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Networking Nights Out a Great Success!

Physicians don't get a lot of opportunities to meet face-to-face. Primary care physicians refer to specialists they have never seen, and specialists treat patients from PCP's that many times they have never met. They only know each other by reputation and feedback from their patients.

In January, 2009, I took a leap of faith to invite physicians and their office staff to join Hospital Leaders for “Happy Hour”. The plan was to meet from 5:30 to 7:30 p.m. at a local restaurant. The name I choose for the event is “Networking Night Out”.

I had no idea how the first event would be received. So, we met at a local TGI Friday's. To our delight, our section of the restaurant was packed! The response was great, and attendees left asking when the next event would be held. So, for the last year, we have had these events every other month. I am con-

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sessions on Wednesday afternoon. We are thrilled to have Dr. James Rohack, President of the American Medical Association start our full day session on Thursday.

It is time for nomination for the AAPL Board of Directors. If you are interested in serving on the AAPL Board, please consider submitting your nomination for review. As voted on last year, both electronically prior to the conference and in person at the conference in Orlando, we will be conducting the vote for the new board online. This will allow all AAPL members to have a say in who will be leading the AAPL in the coming year.

Along with the AAPL Board of Directors, we hope to see you in Denver in June. Please feel free to contact me or any of the board members with your suggestions or comments.

Sincerely,

Ellen M Steward

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Networking Nights Out continued.....



stantly asked by physicians and staff when the next event will be held. It is a great opportunity to introduce new physicians, new hospital managers, and for physician office staff to meet many of the physicians that they refer patients to all day long.

We have had to seek out larger venues for our Networking Nights Out! We have rotated among restaurants (I have asked for feedback from the attendees and respond to their re-

quests to keep them interested). In these tough economic times, it gives our local restaurants a boost.

Specialists looking to build relationships with PCP's are always looking forward to these events. New PCP's to the area and specialists find this a great, informal way to meet many of the medical staff. New physicians often bring their spouses.

The good news is these events cost us nothing! These events have been "Dutch Treat". They are very informal events where we all can meet, have a drink or a coke, and network. Those who choose to eat can order. The restaurants have been pleased that several of our attendees choose to stay and have dinner after our event.

My health system has seven hospitals in the State of Virginia. Most of our facilities have rolled this "best practice" out at each facility. The practice has even made its way to Arizona and California in some format.

I now publish a calendar with all the dates marked for the year, so that physicians, their staff, and hospital leaders can "Save the Dates".

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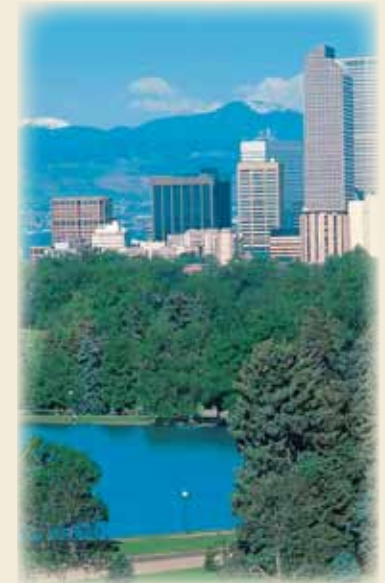
Register Today

AAPL Annual Conference
& Membership Meeting
June 23-25, 2010
The Westin Tabor Center
Denver, Colorado

Room Rates:
\$199 a night

[Download Brochure](#)

[Register On-line](#)



Stop By and See Our Supporters in Denver!

eVariant
Photobooks
PracticeMatch
Reach3
SCI Solutions
Healthcare Success Strategies
Morehead Associates
Barlow/McCarthy
HealthECareers
Healthline Systems
Kontakt Intelligence
Software Solutions Group
Strategic Sales Systems

Communication Briefings

Wake Them Up

Most audiences have short attention spans. So you need to continually wake them up to keep them paying attention to your presentation.

Strategy: After you create your presentation, reread it to make sure that you have allowed for or included an attention-gaining device every two to four minutes throughout your speech.

Here are some strategies:

- Vary your voice inflection dramatically
- Hold up a prop
- Tell a personal story
- Write on a flip chart
- Introduce a visual
- Move about the room
- Toss out a one-liner

If you make sure that no more than a few minutes ever pass between those subtle wake-up calls, your audience will never know that you are using a technique to maintain their interest. All they will notice is how quickly the time passes and how interested they are in your words.

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Two Good Listening Tips

Remember the following sayings to improve your listening abilities:

1. Your ears will never lead you into trouble. When you open your mouth to state your opinion, you risk seeming hostile, dismissive or argumentative. When you listen—asking questions only to prompt the other person to tell you more—you can come to understand the other person's viewpoint. That understanding is necessary if you hope to persuade.

2. An open mind means someone might drop a worthwhile idea into it.

If your goal is only to persuade, your mind is closed around your convictions. Unfortunately, a closed mind does not allow you to listen. You don't need to discard your own convictions or disregard your own opinions; simply remain open to suggestion. If others know that you are open to hearing their ideas, they may be willing to entertain yours.

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Connect with Your Colleagues

Now there are even more ways for you to network with your fellow AAPL members. Sign in and join today:

Facebook Page: Search facebook for the American Association of Physician Liaisons and become a fan of the AAPL

LinkedIn: http://www.linkedin.com/groups?about=&gid=85113&trk=anet_ug_grppro

Twitter: <http://twitter.com/AAPLinc>

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