

# THE LIAISON

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## AAPL Talk Listserv Now Live!

**All members to receive daily summary, other options available**

How many physician visits do most programs average per week? What CME events have been well attended? What brochures have been effective for physician outreach?

Whether building a new program or taking a physician outreach program to the next level, AAPL members now have a new way to leverage the vast knowledge that exists among our members. Created because of requests from many members, AAPL Talk is the newest tool to facilitate ideas and discussion amongst our group.

AAPL Talk is an easy-to-use listserv that allows members to communicate quickly in a mass fashion on issues of importance to your program. No special tools are required: just e-mail your question to [AAPLTalk@physicianliaison.com](mailto:AAPLTalk@physicianliaison.com). Your e-mail will be distributed to the hundreds of members in our organization.



The subject line will always begin with [AAPLTalk]. This allows you to set up rules to filter into a specific folder in your e-mail box, if you choose. To respond to the subject, just reply to the e-mail and it will be distributed to the entire list!

The default setting for members will be to subscribe to the daily digest. This will deliver a transcript of the e-mail communications to your mailbox once a day. If you'd like to receive messages immediately, log in to edit your user profile and check "individual messages" in the Mailing list subscription area. You may also unsubscribe if you'd like.

Don't forget to check out other resources available to all members in the log-in section.

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## FROM THE PRESIDENT....

Dear Fellow AAPL Members,



Happy New Year! I still can't believe it is 2010, the start of a new decade.

More good work has been done

by the AAPL Web Committee and our web partner, Practice Match, with the recent launch of our AAPL Listserv. This will allow for a daily means to ask questions of other AAPL members. You can read more about the listserv in this newsletter.

Our Program Committee is fine-tuning the agenda for our 2010 annual conference and membership meeting. Please see the "call to action" in this newsletter asking for your suggestions on breakout group topics. As a reminder, the conference will be held June 23 – 25, 2010 at the Westin Tabor Center in Denver, Colorado. The registration fee for the conference will be \$350 for AAPL members and \$500 for non-members. The 2010 conference promises to be another wonderful program for all – your AAPL board hopes to see you there!

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## Bright Ideas from AAPL Members

### Outreach Tactics at Northshore Medical Center



Whenever we host a physician social event, I prefer to have invitation responses come directly to me. While the idea of potentially flooding your inbox with hundreds of responses may not be appealing initially, it is manageable and well worth the effort to increase attendance.

The immediate benefit is that my name, phone number and email appear on the invitation. Not only does that help physicians get to know me, they associate me with something positive.

As responses come in, I practice learning the names of physicians, their spouses/ guests and get a sense of who they are. Are they responding early or late? What method of communication do they prefer? Have they used a personal rather than work email address? Do they use a formal or informal signature? If someone else collected responses on my behalf, I would lose all of this valuable information that provides me with insight for how to approach them in the future.

Knowing the daily flow of responses also tells me who has not yet responded and gives me an excuse to approach those physicians in the corridors and personally extend an invitation. For some, this encounter merely serves as a reminder. For others, it makes them feel their presence is genuinely wanted and encourages them to attend.

Small wins count. Any interaction with a physician is a chance to communicate and consequently, start building a relationship. I'm glad to answer questions about the dress code, menu or directions because it gives me an opportunity to solve their (small) problems and ask if there is anything else I can do for them. Even if the answer is no, they appreciate the offer and will likely think to call me next time there is.

Stephanie Duchin  
Manager, Business Development and Physician Marketing  
North Shore Medical Center  
Salem, Massachusetts  
[sduchin@partners.org](mailto:sduchin@partners.org)

### Tis the Season at Jefferson Regional Medical Center

As we go out to visit with the physicians in our community we know that we are competing for their time and attention. We also know that many others who may have larger budgets visit them, so we try to find a way to make our presentations stand out.



One of our favorite programs, which has been a hit with the doctors offices, is delivering poinsettias to each office during the holiday season. A special purchasing arrangement with a local florist allows us to make the colorful deliveries without tremendous costs.

Because we make the deliveries personally, we are able to have one additional contact with that physician and office staff. We have several similar events throughout the year, but the poinsettias are the most popular.

Linda Basler  
Physician Liaison  
Jefferson Regional Medical Center  
Crystal City, MO  
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Please feel free to contact me and the AAPL Board of Directors with your suggestions or comments.

Sincerely,

*Ellen M Steward*

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## Save the Date

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

Room Rates: \$199 a night  
Conference Registration  
details coming soon!



## 2010 Conference News

The AAPL Program Committee is hard at work and already have several speakers confirmed for Denver in 2010, including:

### “The Future of Healthcare”

J. James Rohack, M.D., F.A.C.C., F.A.C.P.  
President, American Medical Association  
Scott & White Healthcare, Temple Texas

### Evolution and Phases of the Cleveland Clinic Program

Stephen Jones, M.D.  
Cleveland Clinic

### ROI

Lyle D. Green & Michael Fisch, M.D.  
UT M.D. Anderson Cancer Center

### Community Hospital Program

Jim Munz  
Advocate South Suburban Hospital; Chicago, IL

### “Small Ideas Done Well Equal Big Impact”

Kriss Barlow  
Barlow/McCarthy

### “Engagement for the Ages: Taming the Complexities of a Multi-generational Physician Landscape”

David Rowlee, PhD  
Morehead Associates

### ‘Get A Grip’: Tools for Handling Email or “Step Away from Your Blackberry”

Jerry Bridge

## AAPL Conference Call to Action

Based on your feedback and recommendations from last year’s conference, we will start the conference on Wednesday afternoon with additional breakout sessions.

Breakout Tracks will include:

### \* Regional Breakouts

### \* New and Experienced Liaisons

### \* Academic, Private, and Children’s Health Systems

Please email Melanie Meyer ([melanie@uams.edu](mailto:melanie@uams.edu)) any topics that you would like to see addressed during the breakout sessions.

## Membership Renewals Due

It is time to renew your membership for 2010 for continued benefits of online access to the membership directory and our nationwide Physician Liaison networking system, a subscription to the AAPL newsletter, reduced registration for the Annual Conference, and the opportunity to be part of a very exciting organization tailor-made for Physician Liaisons.

Sign in at [www.physicianliaison.com](http://www.physicianliaison.com) and click on Membership Renewal. You can renew by credit card or mail a check (made payable to AAPL) for \$100 with the member name(s) and hospital name to:

AAPL  
c/o AM Management, LLC  
PO Box 13891  
Maumelle, AR 72113

## Communication Briefings

### Keep Spirits Up During Tough Times

Even if your organization has weathered the recent financial storms without difficulty, employees may feel a general sense of unease. Use these tips to evaluate morale:

- Focus on development. Ask staffers what they would like to learn and how they want to grow. Building a portfolio of skills is a benefit most workers will appreciate.
- Reconsider Cutbacks. Some of the “little things” you do—impromptu parties, morning pastries and birthday cake—deliver a good return for the small investment. Note: if you send the message that a dozen bagels have the power to break your budget, staffers will worry that the organization is worse off than you have let on.
- Think alternatives. If raises and bonuses are off the table, can you offer time off instead? Pick a Friday or Monday — and let deserving staffers take turns enjoying long weekends.

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### Tips for Mentors

Although each mentoring relationship will be different, you should be prepared to do the following when you agree to mentor someone:

- Talk about your mistakes as much as your successes.
- Share what you wish you had known earlier in your career.
- Connect your mentee to others who can offer help and support.
- Offer insight into your processes for making decisions, resolving conflict and planning for the future.
- See things from your mentee’s point of view while providing feedback from your own more experienced perspective.

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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\\_gprpro](http://www.linkedin.com/groups?about=&gid=85113&trk=anet Ug_gprpro)

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

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