



2020 - 2021
ANNUAL REPORT

A NOTE FROM PRESIDENT



Lyn Reed

**AAPL President
2020 - 2021**

It has been an **incredible year** holding the position of *AAPL President* for the American Association of Physician Liaisons! What I have learned over the past year is that our organization is cohesive, our members are resilient, and the profession of physician liaisons is essential. Though turbulent times were handed to us over the year of 2020, we were able to maintain strong membership numbers, provide multiple educational sessions, introduce new resources and remain connected through the COVID/Community Chats.

I want to thank all of our members for your **continued support** of the AAPL organization and the members of the board who worked behind the scenes to provide the momentum to move our goals and objectives for 2020-2021 forward.

I would especially like to recognize the following AAPL members who rotated off the Board. We thank you and appreciate all of your contributions!

- ◆ *Sara Miller*, Past President and Membership Committee Co-Chair
- ◆ *Loren Van Ostrand*, Secretary and Program Committee Co-Chair
- ◆ *Sarah Latorre*, Board Member and Liaison Connect Chair

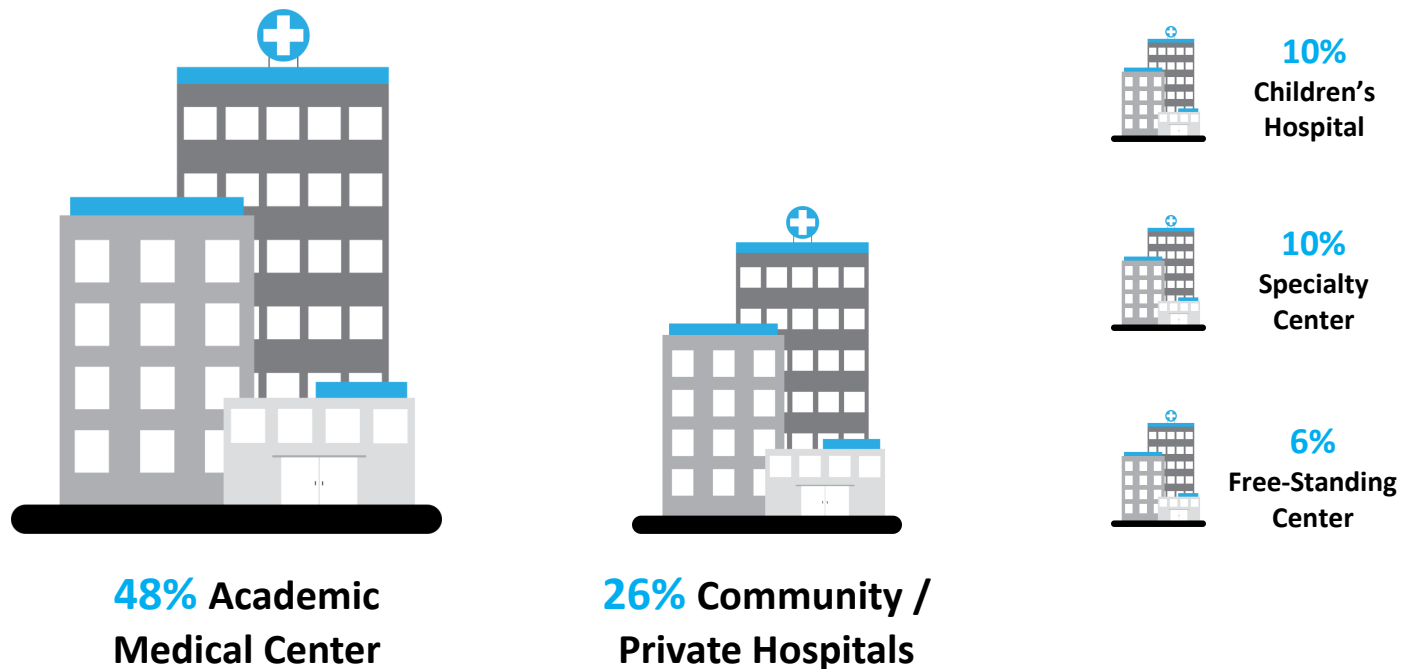
AAPL has become part of my "circle" and I can't express how much I enjoy working with and building friendships with so many of you! My year as president simply flew by and will always be an **amazing experience** that I will cherish forever.

As we turn the page and look to 2021-2022, it is my great honor to turn the gavel over to a long time fellow AAPL member *Matt Hughes* from Nationwide Children's Hospital in Columbus, Ohio. Matt will be a fantastic leader and will take our organization to new levels. The 2021-2022 board is so talented and committed to support Matt and the membership. I wish that I could hand the gavel over in person but we can look forward to a live and in-person conference in **Atlanta in June 15 - 17, 2022!** *Matt* - Congratulations and best of success to you as you take on the role of *President* of the American Association of Physician Liaisons.



Mark Your Calendar!
Atlanta
June 15 - 17
2022

AAPL Members by Institution Type



AAPL members work in 42 states across the country as:

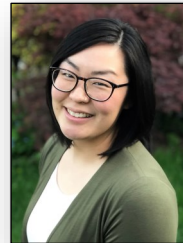
- Physician Liaisons
- Vice Presidents of Physician Relations
- Hospital Sales and Marketing Team Members
- Business Development Liaisons
- Directors of Business Development
- Directors of Referral Development
- Business Development Managers

Thank You to our
Membership Committee Co-Chairs



Sara Miller

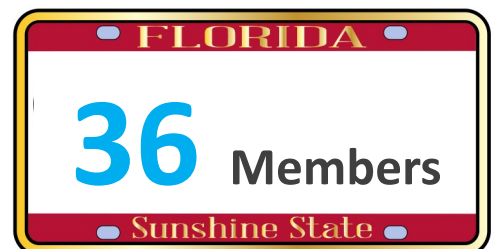
Boise, Idaho



Annie Pankiewicz

Seattle, Washington

Congratulations!



Membership by the Numbers

Members (June 30, 2021)	443
• New Members	202
• 10+ Year Members	29
• States	42

Goals & Outcomes

- ◆ **Continue outreach to non-AAPL members**
Goal reached with 202 new AAPL members in Fiscal Year 2020
- ◆ **Launch AAPL Link as a benefit to new members**
Successfully launched
- ◆ **Create Special Interest Groups (SIG)**
Pediatric SIG for engaged members was created
- ◆ **Bring attention to Liaison Connect Mentoring Program through testimonials**
Liaison Link highlights mentoring testimonials
- ◆ **Add touchpoints from the AAPL Board of Directors**
Video of the Board was created, describing AAPL Link and member benefits

15^{Year}

AAPL MEMBER RECOGNITION

In recognition of AAPL members who have been active in membership and have supported the AAPL for more than 15 years. Thank you for your dedicated membership.

Gail Chellis
Amy Lynch
Danette Santana

Tracy Dodd
Liz Nottingham
Pat Shallahamer

Ann Hollingsworth
Lyn Reed
Ellen Steward

Thank You to our
Resource Development
Committee Chair



Tom Anderson
Boston, Massachusetts



AAPL Community Roundtable Discussions

AAPL is proud of the timely offering of **14 Community Roundtable Discussions** July 2020 - June 2021. These small-group chats enabled the sharing of experiences, best practices, and engagement among AAPL members in order to support one another during this unprecedented pandemic.

Done 2020-2021

Improve on last year's successful virtual chats ✓

Update Resource Library ✓

Develop best practices for virtual presentations ✓

Member-Only Resources 2020-2021



AAPL Virtual Best Practices

Pre-Event

Create a brief registration form with the following information:

- Full Name
- Title and Credentials
- Email Address
- Actual Practice Name and Specialty
- Questions/Comments (optional field)

Avoid "death by PowerPoint" – visualize your content:

Text-heavy slides may seem informative, but they draw attention from the presenter's verbal content. Pecha Kucha allows you to condense content use images, single key terms or brief phrases that help drive content home without distracting from the presentation (20 slides for 20 seconds of commentary each).

Keep your event to an hour:

Tailor the time of day to what works best in your market and set aside at least 15 minutes for an interactive activity such as Q&A.

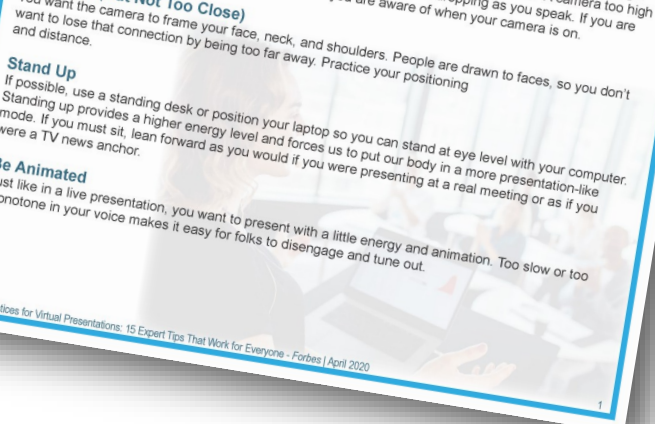
Promote the event at least 30 days prior and continue promoting the actual event:

- Utilize all viable promotion channels: Social media, industry message boards and forums, and internal and external organization communications geared towards providers and their staff.
- Encourage individuals to promote on their own LinkedIn channel first.
- Develop a targeted email with compelling content, speaker intros and a "call to action" at the end and include specific bullet points describing objectives/takeaways.


Review the attendee report while planning content:

Who will be joining you? Review their questions and comments and gear the presentation toward their interests.

- Schedule a 30-minute rehearsal with presenters and stakeholders a few days in advance, review technology, discuss roles and tasks, and finalize content and backgrounds.
- Consider pre-recording the presentation portion of your event: This allows for edits and helps eliminate technical issues. The speaker(s) can go live for Q&A during the event.



Best Practices for Virtual Presentations



Whether you are presenting in-person or virtually, all presentations are performances. And all performances are in service to your audience. Their time is valuable, so honor that time by delivering the best presentation you can. No matter what kind of presentation you are giving, you must find ways to create authentic audience connection, engagement, and value.

Get the Lighting Right
As a presenter, it is essential that people can see you well. Make sure you have good front light. If your back is to a window, close the shades.

Choose the Right Background
Try to use a background that enhances your professional image and is aligned with your message. Your background can either add to your professional presence or detract from it.

Know the Technology
This is a performance, so make sure you know how to make it work. A dry run is essential so that you're comfortable with the platform features. It's best to have a co-host (or producer or moderator) assist you with the technology so that you can focus on your presentation.

Play to the Camera
When you are the one speaking, look directly into your computer's camera, not on the screen or at the other participants. Some presenters turn off their self-view so that they aren't distracted by their image. Put the camera at eye level. Try not to have your camera too far above or below you. A camera too high makes it difficult to maintain eye contact, as you may find your gaze dropping as you speak. If you are part of a panel or a team of presenters, make sure you are aware of when your camera is on.

Get Close (But Not Too Close)
You want the camera to frame your face, neck, and shoulders. People are drawn to faces, so you don't want to lose that connection by being too far away. Practice your positioning.

Stand Up
If possible, use a standing desk or position your laptop so you can stand at eye level with your computer. Standing up provides a higher energy level and forces us to put our body in a more presentation-like mode. If you must sit, lean forward as you would if you were presenting at a real meeting or as if you were a TV news anchor.

Be Animated
Just like in a live presentation, you want to present with a little energy and animation. Too slow or too monotone in your voice makes it easy for folks to disengage and tune out.

Best Practices for Virtual Presentations: 15 Expert Tips That Work for Everyone - Forbes | April 2020

Thank You to our
Webinar Committee Chair



Monica Aunan

Des Moines, Iowa

7 Educational Webinars

- ◆ **Doc Talk: Caring for COVID Long Haulers**
- ◆ **Integrating People, Process, and Data for Success in Value Based Programs**
- ◆ **Strategies for Recouping Lost Volumes and Revenue Coming Out of COVID-19**
- ◆ **Critical Success Factors for Executing and Optimizing a Strategic Growth Outreach Program**
- ◆ **Tracking and Reporting: New Ideas to Up the Impact**
- ◆ **Pivoting to the New “Better” - Physician Onboarding Before, During, and Beyond the Pandemic**
- ◆ **How Growth Leaders can Help the C-Suite Drive Revenue During COVID**

Thank You to our
Webinar Sponsors

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BARLOW / MCCARTHY
PHYSICIAN RELATIONSHIP SOLUTIONS

Weltok[®]

TILLER  **HEWITT**[™]
HEALTHCARE STRATEGIES

AAPL Webinars reached

468 people!



COMMUNICATIONS COMMITTEE

Thank You to our
Communications Committee Chair



Gabriel Flores

Portland, Oregon

Our 2020-2021 Goal was
Like, Post, and Tag!

AAPL's 4 social media channels saw increases of engagement!



967 followers
@AAPLnetwork



3,143 members
American Association
of Physician Liaisons



275 followers
@AAPLnetwork



128 followers
@AAPL_network

Thank You to our
Liaison Connect Mentorship Co-Chair



Sarah Latorre

Worcester, Massachusetts



The ***Liaison Connect Program*** fosters professional growth and development by connecting more experienced AAPL members (mentors) with members who desire to grow those same skills (mentee).

Participants of this dynamic program boast improved skill sets, better networking skills, as well as closer connections to their AAPL colleagues across the country.

AAPL mentors have 5 years or more of liaison experience in the work place, with a desire to share their honed liaison skills. Any AAPL member may be a mentee; a desire to improve and grow in their liaison career is the only requirement. During 2020-2021, ***Liaison Connect*** is proud to announce:

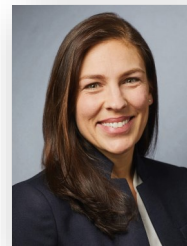
- ◆ 14 Program Matches
- ◆ Developed ***Guide to Mentoring*** information sheet
- ◆ Created **Liaison Connect video**
- ◆ Hosted successful ***Virtual Mentoring Round Table*** event at the 2020 AAPL Wired Workshop

Thank You to Our
Program Planning Committee Co-Chairs



Bonnie Little

Raleigh, North Carolina

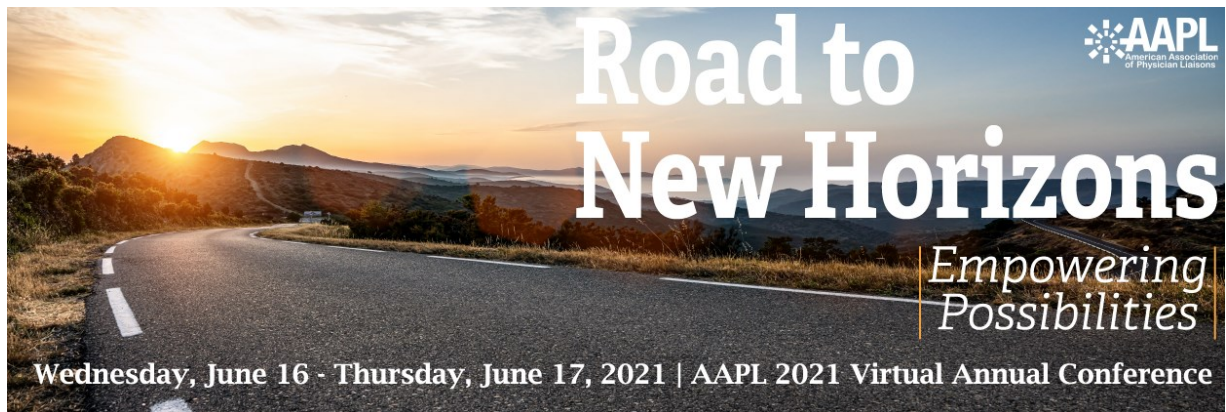


Loren Van Ostrand

New Haven, Connecticut

**During 2020 - 2021,
AAPL held 3 major educational events!**

- ◆ *AAPL 2021 Virtual 2-Day Conference*
- ◆ *AAPL 2020 Pediatric Liaison
Virtual Workshop*
- ◆ *AAPL 2020 Wired Workshop*



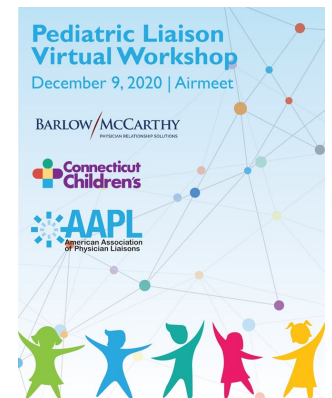
AAPL 2021 Virtual 2-Day Conference
Road to New Horizons
 June 16 - 17, 2021

183 attendees!
6 sponsors!

Dynamic and immersive virtual platform fostered meaningful networking, unparalleled education, and immeasurable takeaways.

AAPL 2020 Pediatric Liaison Virtual Workshop
 December 9, 2020

- ◆ 84 Total Attendees
- ◆ 34 Health Systems Represented
- ◆ 27 First-Time AAPL Conference Attendees



AAPL 2020 Wired Workshop
What's Next?
 October 21 - 22, 2020

- ◆ 136 Total Attendees
- ◆ 59 Health Systems Represented
- ◆ 43 First-Time AAPL Conference Attendees

Thank You to Our
AAPL 2020 - 2021 Sponsors



Thank You to our
Treasurer



Tom Anderson

Boston, Massachusetts

AAPL Financials
Fiscal Year 2020

Prepared By	Initials	Date
Approved By		

- ◆ AAPL's Fiscal Year runs January 1, 2020 - December 31, 2020.
- ◆ AAPL's financial records are professionally managed by accountants at our management company, Kassalen Meetings and Events, LLC.
- ◆ All bank accounts and credit card transactions are reconciled at the end of each month.
- ◆ The Board is provided with monthly financial reports such as Balance Sheet, Profit and Loss Statement, Actual vs. Budget, Profit and Loss Details.
- ◆ AAPL is classified as a non-profit 501(c)6 corporation.
- ◆ Certified Tax Accountant reviews AAPL financial accounts annually.
- ◆ The AAPL Treasurer, Board, and Management Company use historical data and planned initiatives to develop a budget for the upcoming year.

AAPL Income and Expenses Fiscal Year 2020 vs 2019

	1/1/2020 - 12/31/2020	1/1/2019 - 12/31/2019
Revenue		
Conference Income	\$50,012	\$204,335
Membership Dues	\$82,850	\$98,173
Regional Meeting Income	\$3,497	\$5,230
Job Postings, Interest, Other	\$955	\$1,015
TOTAL REVENUE	\$137,314	\$308,753
Expenses		
Conference Expenses	\$17,597	\$138,338
Management Fees	\$116,104	\$112,473
Regional Meetings	\$1,500	\$2,305
Finance, Operations, Other	\$11,158	\$12,176
TOTAL EXPENSES	\$146,359	\$265,292
Net Change	(\$9,045)	\$43,461



2020 - 2021 Board of Directors



President
Lyn Reed



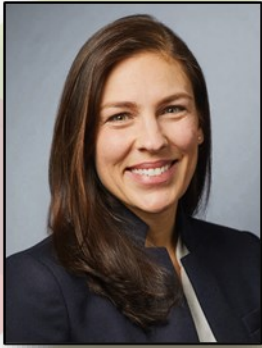
President-Elect
Matt Hughes



Past-President
Sara Miller



Treasurer
Tom Anderson



Secretary
Loren Van Ostrand



Director at Large
Monica Aunan



Director at Large
Gabriel Flores



Director at Large
Sarah Latorre



Director at Large
Bonnie Little



Director at Large
Annie Pankiewicz



Executive Director
Beth Kassalen

EXECUTIVE DIRECTOR REPORT 2020



Beth Kassalen

Kassalen Meetings & Events

What an unusual year in the physician liaison industry. I am sure that 2020 is a year that none of us will forget anytime soon. As the worldwide COVID-19 pandemic spread, there was no way to foresee the impact it would have on the healthcare industry overall nor physician liaison departments, teams, and individuals.

In turn, the AAPL Board of Directors navigated the rough road in 2020 for the association. The June conference in Atlanta had to be postponed until June 2022, members were being displaced from their positions, laid off, or pivoted to help in other areas such as gathering PPE for their hospitals, assisting with staff screenings, and rescheduling outpatient surgery appointments.

Sara Miller handed off the Presidential reins to Lyn Reed who bravely accepted the role not knowing what would lie ahead during the year. The Board kept AAPL's strategic goals at the forefront of our planning throughout the year. The current strategic goals are:

- ◆ **Build an Information Hub**
- ◆ **Increase Membership**
- ◆ **Increase Member Engagement Opportunities**
- ◆ **Engage with Consultants and Vendors Through Collaboration and Communication**
- ◆ **Increase Income**

The activities surrounding each goal shifted to focus on AAPL members and their needs this year. And almost immediately, the AAPL Board developed a Needs Assessment to assess exactly how AAPL could bring value during 2020.

The Resource Development Committee continued to build the resource library and introduced what were initially called "COVID-19 Community Chats." The Membership Committee focused on connecting members through a new initiative through Might Networks. It also strengthened the efforts of a Special Interest Group (SIG) for liaisons at Children's Hospitals while reaching out to members whose membership had lapsed due to employment furlough, job loss, or budget constraints.

The Education Committee expertly transformed the AAPL Annual Conference into an innovative two-day Wired Workshop that successfully brought almost 160 physician liaisons together for learning, speed networking, and vendor presentations. In addition to the well-attended monthly webinars developed by the Webinar Committee, a Virtual Pediatric Workshop was held in December 2020 specifically designed for liaisons working in pediatric centers. AAPL's consultant partner, Barlow McCarthy worked closely with AAPL to deliver an informative, pediatric-focused program.

EXECUTIVE DIRECTOR REPORT

Activity on AAPL social media channels increased as members worked from home, felt the need to stay connected, and looked to AAPL for activity to keep them informed and resilient during the year. The Social Media Committee engaged members on Instagram, Facebook, and Twitter, while postings on the AAPL LinkedIn corporate page and its Physician Liaison LinkedIn Group grew in number of followers and number of posts.

AAPL members can be proud that their professional organization has evolved into a resilient machine, assessing the current needs of the membership as the additional waves of COVID-19 transmissions raged on. Financially, AAPL had some money saved for a rainy day. With the loss of the annual conference revenue in June, the Board scaled back on as many expenses as possible, ensuring that membership benefits were visible (at a low or no costs) and member resources remained available for were highlighted and communicated frequently.

As 2020 was coming to an end, large accomplishments had been made by AAPL liaisons, their teams, their departments, and their employers. Hope of a vaccine was shedding some light on what 2021 could look like, and as the new year began, the AAPL Board began plans for a 2021 Benchmarking Survey and results were very interesting.

Top 10 Reasons to Serve in AAPL Leadership

- #1** Networking! Stay on top of your field
- #2** Learn to drive change through team involvement
- #3** Learn best practices
- #4** Professional development
- #5** Understand budgets, strategic plans, and revenue generation
- #6** Engage in stimulating conversations with professionals and continue your own education
- #7** Share and discover new ideas that can be put into practice immediately
- #8** Support your professional field organization
- #9** Grow as a leader; grow as a team member
- #10** Show your AAPL pride!



Beth's Call To Action

AAPL is your professional association. It is here to help you weather the storm and travel this road of uncertainty. Remain involved, participate in online education, webinars, and chats. Offer ideas and learn from your colleagues. AAPL is membership-focused, take advantage of that! Keep your dues up to date and reap the benefits of AAPL – our professional community is needed by each member now more than ever.

- Beth Kassalen

AAPL Executive Director

Mission Statement

The *American Association of Physician Liaisons* (AAPL) is an organization of healthcare professionals actively engaged in or supporting physician liaison activities in the health care field. The goal of AAPL is to bring those who function in this capacity together for educational and networking opportunities.

connections
collaboration
growth



AAPL 2022 CONFERENCE BUCKHEAD, GA



SAVE THE DATE

June 15 - 17, 2022

INTERCONTINENTAL® BUCKHEAD ATLANTA

