




Agenda

- Introductions
- Pre-Assessment Review
- The Winning Numbers
- Use Case
- Q&A



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Speakers

Ken McAfee
Product Specialist
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Susan Boydell
Partner
Barlow/McCarthy

Marcy Traxler
VP, Business Development & Service Line Strategy
AMITA Health System

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Pre-Assessment Review

What is the greatest challenge your organization faces with referrals?

- Lack of strong primary care network
- Coordinating referrals to specialists in a timely and elegant manner
- Not enough staff dedicated to referral development/large territories to cover
- Accurately identify what referrals are coming into our medical group specialist as well as being able to identify where leakage is occurring
- What type of marketing materials are most useful
- The referral process is not consistent across the organization. We do not have a robust PRM tool and rely heavily on information shared by the Service Line Leaders and Strategic/Decision Support team to gain insight on referral patterns.

AUDIENCE UPDATE

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Observations

- Understanding physician referrals
- Prioritizing outreach efforts
- Analytics based strategy
- Accountability and measuring success
- Leveraging technology

STATE OF THE MARKET

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Growth Suite → Outcomes

OUTCOME BASED TECHNOLOGY

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POWER TIPS

5 Referral Growth Tips plus 1 Power Tip!

Susan Boydell
Barlow/McCarthy

BARLOW/McCARTHERY

What's changing and what's not

1	Physician Relations is poorly understood; seen as telling or problem-solving
2	Clarity of focus continues to be the greatest vulnerability
3	Growth is still king. And so is retention
4	Leakage is the answer to physician relations value in population health today
5	Effective sales responds to the physician wants not internal wants
6	Many great sales strategies fail because there is a lack of infrastructure

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What scares us...

Respondents were asked to identify significant challenges their physician relations programs would face in the future...

Top three responses:

- Access to meaningful data
- Measuring ROI
- Access/time with physicians

SHSMD Physician Relations Benchmark Study, 2014

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Rethink your role

Changed in 10 years?
Strategic or customer service?

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How would you describe your role?

- A physician advocate
- A volume growth expert
- A physician problem-solver
- An extension of administration
- A customer service professional
- A practice builder

- How would leadership describe your role?
- Does it fit with what the organization need?

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Relationships with intent

Good relationships don't necessarily lead to results

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Getting traction today

- Tighten up your visit strategy
 - Define and use your sales cycle
 - Revive your pre-call plan
 - How would you reposition your visit?
 - Remove “how’s it going?” from your visit script
 - Ask don’t tell
 - What questions do you need to ask to better position your services?
 - Empty your trunk
- 
 - Have I progressed the relationship toward additional referrals?
 - Am I adding value to the office?
 - Why would they want to talk with me?

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Reporting through storytelling

Do your reports reflect your value?

3

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Getting your leaders attention

- Report results throughout the sales cycle
 - Every mini-close is an opportunity
 - Know your customer
 - Use reporting as an opportunity to educate
 - Less is more
 - Package your “story” for impact- *what you learned, the opportunities you identified and quantify the potential volume*
- 
 - What do my reports communicate?
 - How do you present your results?

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Re-evaluate your target lists


Data-driven and focused

4

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Targeting in foundational

- Determine focus clinical areas for growth
 - Create a methodology to define what physician you can earn business from
 - Use data and field intelligence to quantify opportunity
 - Create a sales plan to define your actions in the field
 - How many visit, questions to ask, messages strategy, etc.
- 
 - Can you describe your targeting methodology?
 - Do you know what you are doing with each of your target physicians?

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Reinvigorate your talent

Coach, teach and train!

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New skills are needed today

- Determine your talent strengths and weaknesses
- Coaching is your greatest development tool
 - Get in the field with your field staff!
- Train for the skills you need
- Use your visit documentation tool to track progress
 - Track progression through the sales cycle



- Are you stuck in the comfort zone?
- What do you need to get past tough gatekeepers?

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POWERBALL TIP

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Refocus and Reinvent

The time is now!

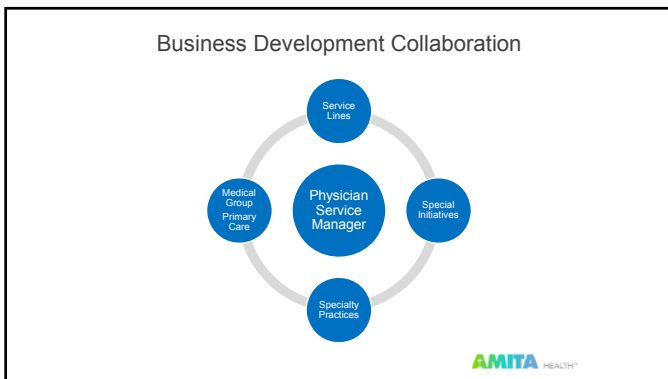
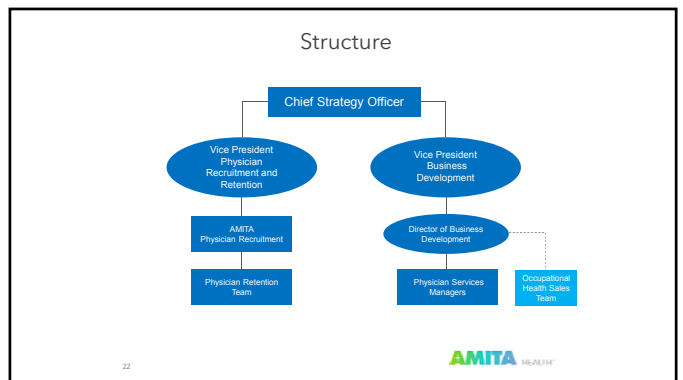
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Use Case

Marcy Traxler
VP, Business Development & Service Line Strategy

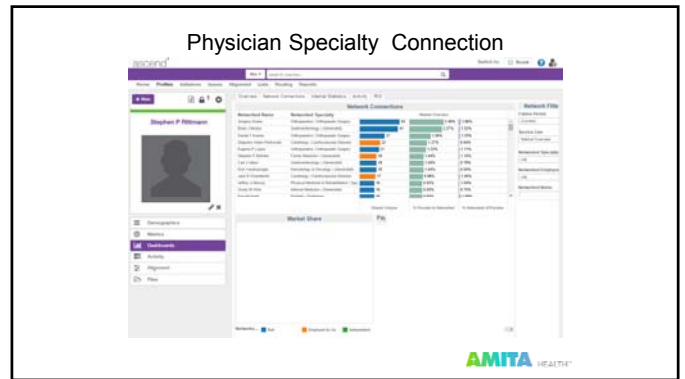
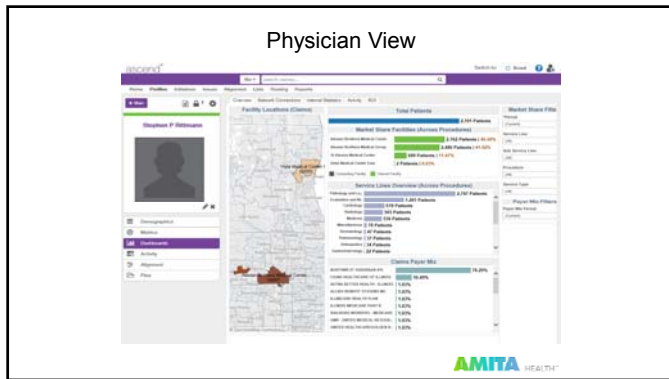


CASE STUDY **marketware**



BD Splitter Opportunity by Territory

AMITA HEALTH



- ### Measuring Results
- Visit threshold –entered into Marketware
 - Change of performance by service line as measured by internal service line reporting
 - Leakage reports by service line -Marketware
 - Outpatient summary group –diagnostic imaging
 - Service line project plans and support



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