

SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ⚓ Baltimore

Supercharging Physician Relations with a PRM: A Panel on Turning Daily Tasks into Strategic Impact

Steven Mauk, Director, Physician Relations & Network Development, UChicago Medicine

Dawn Finicle, Senior Physician Liaison, Penn State Health

Ally Frank, Director, Business Development, Marketware

Justeen McKittrick, RN, BSN, MHS, NE-BC, Vice President, Operations & Customer Service, Doctivity Health



Outline/Agenda

- This panel brings together leaders in physician relations, business development, and market analytics to discuss how a healthcare-specific Physician Relationship Management (PRM) platform elevates liaison work from routine task-tracking to strategic organizational impact. Panelists will share real-world experiences implementing PRMs, unifying referral data, and streamlining outreach workflows to reduce leakage and strengthen provider engagement. Through interactive discussion and audience Q&A, attendees will gain practical insight into how modern PRMs improve productivity, enhance visibility into referral patterns, and align physician relations efforts with system-wide growth priorities. The session highlights proven strategies that turn relationship management into measurable ROI.

- **Learning Objectives:**
 1. Hear diverse perspective on how PRMs reshape liaison workflows, including what frontline teams, managers, and executives need to improve productivity, documentation, and coordination.
 2. Learn how integrated referral, claims, and market analytics guide strategic engagement, helping teams identify high-value providers, uncover leakage, and align outreach with organizational growth goals.
 3. Understand how PRM-driven insights support measurable ROI, with panelists sharing examples of improved targeting, stronger provider relationships, and clearer linkage between outreach activity and revenue impact.

Ally Frank



- **Title:** Director, Business Development
- **Organization:** Marketware, a Division of CareCloud
- **Bio:** Ally Frank is a Healthcare sales and business development expert with a diverse background spanning pharmaceuticals, mid-sized health systems, and specialty practices. Ally leveraged Marketware's platform to drive growth in previous roles, achieving significant expansion goals. Now, as a Business Development leader at Marketware, she is passionate about empowering healthcare organizations to optimize their physician relations strategies and realize their full growth potential. Ally earned an MBA from the University of Maryland, Global campus, and is a proud Penn State alum.

Steven Mauk



- **Title:** Director, Physician Relations & Network Development
- **Organization:** University of Chicago Medicine
- **Bio:** Steven Mauk is Director of Physician Relations and Network Development at UChicago Medicine, building strong partnerships between physicians, clinical leadership, and administration. He drives physician engagement, strategic communication, and workflow improvement to enhance clinical collaboration and patient care. Steven leads the outreach team, conflict resolution, and program development to align physician priorities with institutional goals, fostering a supportive, high-performing clinical culture. Prior to joining UCM in 2019, Steven served as Vice President of Weight Loss Operations at Revolution Physical Therapy and Weight Loss where he helped grow the start up from a pilot clinic to six locations throughout the greater Chicagoland area. Having obtained a Master's in Education degree in Exercise Physiology at Northern Illinois University, Steven continues to his passion for learning and sharing knowledge with others regardless of the field, all in effort to help everyone grow together.

Justeen McKittrick, RN, BSN, MHS, NE-BC



- **Title:** Vice President, Operations & Customer Services
- **Organization:** Doctivity Health
- **Bio:** Justeen McKittrick, RN, BSN, MHS, NE-BC, is the Vice President of Operations & Customer Services at Doctivity Health, leading operations and customer success functions. Justeen joined Doctivity Health in July 2023 from Novant Health, where she served as a Clinic Administrator for its South Carolina Primary Care sites. Before that, she held clinical and operations leadership roles for over 10 years at Atrium Health. Justeen holds a Master's in Healthcare Management from Lock Haven University of Pennsylvania and a BS in Nursing from Bloomsburg University of Pennsylvania.

Dawn Finicle



- **Title:** Senior Physician Liaison
- **Organization:** Penn State Health
- **Bio:** Dawn Finicle is a Senior Physician Liaison with Penn State Health, where she focuses on building and strengthening relationships between Penn State Health physicians and community health care networks. She is a Penn State University graduate, has worked for Penn State Health for 11 years, and has been in the healthcare industry for over 20 years.

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Questions?

- Please be sure to complete the session evaluation on the mobile app!