



Join the only professional network
powered by & developed for
Physician Liaisons.

Physician Relations

Onboarding

Sales & Marketing

Healthcare

Build your Network

Grow your Knowledge

Share your Insights

Access Resources

Become One Voice

Support and Succeed

The purpose of the American Association of Physician Liaisons (AAPL) is to bring together those actively engaged in physician liaison activities in academic and acute care medical centers, community and children's hospitals, and free-standing facilities for networking opportunities.

AAPL exists to advance the art of physician and health care provider relationships through the provision of educational programming, professional development, shared resources and networking opportunities.

Joining a professional membership community of peers who work in your field is nothing new, but becoming a member of AAPL could give your skills and career aspirations a positive boost. AAPL serves those working daily with physician relations, onboarding, sales and marketing strategies, by providing access to key resources, the opportunity to learn, share, and do what physician liaisons do best – build relationships and deliver results.

AAPL provides members with unique opportunities and resources to succeed in their roles.

Join today!

www.physicianliaison.com



If you are an AAPL member, recruit someone else on your team or within your facility to strengthen our position as the premier organization in this field. If you're not a member, look at what we have to offer that will help lead you to success in your liaison role.

Build Your Network: Join AAPL as a resource for building meaningful friendships and professional networks. Participate in the organization individually or with your entire team. Meet colleagues in facilities or health systems like yours, or meet peers working in systems that are vastly different than your own to expand your knowledge, reach, and impact of our profession. Since its incorporation in 2002, AAPL has grown to more than 650 members representing nearly all 50 states.

Grow Your Knowledge: Attend one of many educational offerings designed specifically by physician liaisons for physician liaisons. It doesn't get any better than learning from the best and brightest of those in your own profession. AAPL offers an Annual Conference (3 days/June), three regional one-day workshops and a robust webinar series. Attending the conference will provide you with direct access to leading healthcare solutions partners and leading consultants.

Share Your Insights: Share what you've learned or successful strategies that are employed by you and your team. Answer one of our many calls for speakers and webinar presenters and use AAPL and our members to hone your presentation and public speaking skills. Lead a breakout session during our Annual Conference or participate on a panel at the regional level. Whatever your strengths or areas you are looking to fortify, use AAPL as your vehicle for testing and improvement.

Access Resources: Through our website, www.physicianliaison.com, AAPL provides members with access to important resources such as the online Membership Directory where you can locate colleagues in a nearby institution or stand-alone facility. Browse sample job descriptions in our Resource Library, templates with onboarding checklists and examples of reports back to leadership channels. Place a question on the AAPL online Forum to ask your peers about a situation or issue you are facing, or contribute advice on a question someone else has posted. Looking for a new position or a new employer? Look at the members' only section showing open job positions on our website.

Become One Voice: AAPL works diligently to raise the visibility of the physician liaison profession. We increase awareness through our social media community, written articles related to our field, and collaboration with organizations, such as the Society for Healthcare Strategy & Market Development (SHSMD), in performing market and benchmarking research. We provide our members with tools and resources that can be shared with their physician networks to improve communication and understanding about how physician liaisons provide value.

Support and Succeed: Provide support by becoming a mentor or learn by teaming with a seasoned liaison to help you navigate the road to success. AAPL provides a complimentary Mentorship Program for its members. Depending on your needs, you can teach or you can learn, but all networking activities point toward achieving AAPL and individual goals.

Join now for \$135 by visiting
www.physicianliaison.com/join-aapl

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