



AAPL

the connection to the physician

American Association
of Physician Liaisons, Inc.

ANNUAL CONFERENCE
JUNE 19-21, 2013

HILTON BALLPARK
ST. LOUIS, MISSOURI





American Association
of Physician Liaisons, Inc.



**AAPL 2013 ANNUAL CONFERENCE AND MEMBERSHIP MEETING
JUNE 19-21, 2013 ST. LOUIS, MISSOURI**

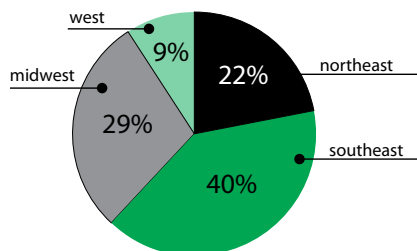
The American Association of Physician Liaisons, Inc. is a not-for-profit professional society of members who serve in a physician liaison capacity in many different types of institutions and hospital settings. The Annual AAPL Conference highlights topics and educational sessions based on the needs identified by our members, but one of the main benefits of attending is networking! Attendees have the opportunity to interact with others in similar-sized organizations, discuss best practices, evaluate which activities have good return on investment, and the ability to learn what's new in the field.

CONFERENCE OBJECTIVES

The overall objectives of the AAPL Conference are to:

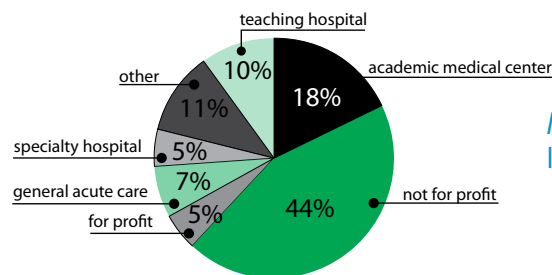
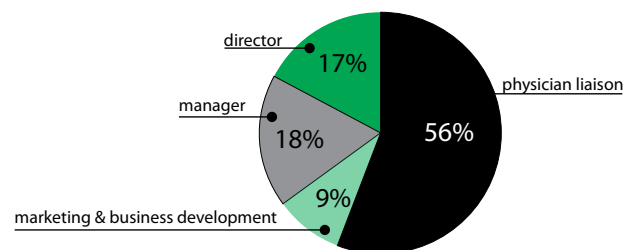
- Network with peers that serve in a physician liaison capacity
- Learn about and have access to reference tools for future practice implementation
- Learn best practices
- Participate in discussion forums with colleagues working in similar-sized facilities
- Gain new knowledge that helps you become more effective in your position
- Evaluate tools that can help expand your current program and reach
- Learn about current healthcare trends that can be discussed during physician office visits
- Identify the various roles served by physician liaisons in a variety of settings

"Attending AAPL provides me with ideas that can be immediately implemented."



MEMBERSHIP BY REGION

MEMBERSHIP BY JOB TITLE



MEMBERSHIP BY INSTITUTION TYPE

AAPL OFFICIAL CORPORATE SPONSORS
Barlow/McCarthy • Marketware • The Advisory Group

ACCOMMODATIONS

Direct link for AAPL Conference hotel

reservations: http://www.hilton.com/en/hi/groups/personalized/S/STLBVHF-APL-20130618/index.jhtml?WT.mc_id=POG

Conference Accommodations

Hilton at the Ballpark
1 South Broadway
St. Louis, Missouri 63102
Phone: 314-421-1776

Check-in 4PM Check-out 11AM

AAPL Group Room Rate: \$165 plus taxes Single/
Double Occupancy

All reservations must be received by May 27, 2013 in order to receive the group rate.

Mention AAPL to receive our group rate or use the direct hotel link. Requests prior to and after the meeting will be accepted only on a group block and space availability basis.

In the heart of downtown, The Hilton St. Louis features oversized windows offering spectacular views of the city, Busch Stadium and the Gateway Arch. The hotel offers the signature Hilton Serenity bed collection, a fully equipped fitness center, an indoor heated pool and hot tub with a full view of the stadium. The Three Sixty rooftop bar was named by Frommer's as one of the world's 10 best rooftop bars.

The hotel is steps away from Busch Stadium, the Gateway Arch, America's Center and the historic Laclede's Landing with restaurants, casinos and clubs. A wide array of entertainment and sports venues are near the hotel, including lively Washington avenue, historic Soulard neighborhood, Busch Stadium, Gateway Arch and Jefferson National Expansion Memorial Park, Peabody Opera House, City Garden, Kiener Plaza, Anheuser-Busch Brewery, City Museum, Forest Park and St. Louis Zoo.

CONFERENCE VENUE

Plan some extra time to explore all that St. Louis has to offer in the summer. Here are ten things to plan in addition to attending AAPL and networking with your colleagues:

1. The Gateway Arch - Part of the Jefferson National Expansion Memorial, is one of those rare architectural wonders that doesn't disappoint. You can get a great view of the city by riding to the top of the arch in a special tram, an experience in itself as the tiny cars seat five people in close proximity.

2. Major League Baseball and the Cardinals at Busch Stadium - St. Louis loves all its sports teams, and has a special place in its heart for the Cardinals.

3. Forest Park - St. Louis is home to one of the largest urban parks in the country; at over 1200 acres, Forest Park bests New York's Central Park by more than 500 acres. Forest Park was the site of the 1904 World's Fair and is currently the site of both green spaces and cultural attractions.

4. Laclede's Landing - St. Louis' oldest district that has a collection of cobblestone streets and vintage brick and cast-iron warehouses dating from 1850 through 1900 that are now converted into restaurants, shops, and bars. It is St. Louis' only riverfront and dining destination.

5. Ted Drewes Frozen Custard - Once a landmark on Route 66, this little white-framed building still serves up a product you have to taste to believe. Get the kids a sundae served in a miniature plastic baseball cap, and order yourself one of their famous concretes, vanilla custard mixed with pretty much anything you could want

6. The Delmar Loop - Named for having once been the place where streetcars turned around, the Loop today is home to a funky mix of restaurants and shops as well as Washington University undergraduates. Make sure to sample the toasted ravioli, a classic St. Louis appetizer.

7. The Hill - Traditionally an Italian neighborhood, the Hill is the site of St. Louis' best Italian cuisine in all price ranges, with the restaurants interspersed among the brick homes. Come prepared to parallel-park and to wait for your table, as most restaurants on the Hill don't take reservations- and are very popular on the weekends.

8. Soulard - One of St. Louis' most historic districts, Soulard has been revived in recent decades and is now home to shops, restaurants, and special events. As you plan your trip, check for other special events that may be going on in this unique district.

9. St. Louis Zoo - Like all the museums in the park, the Zoo offers free general admission, although there is a charge for parking (public transportation is also available) and for certain special attractions, such as the sea lion show.

10. Anheuser-Busch Brewery - Tours include the historic Brew House, Budweiser Clydesdale stable, beechwood aging cellar, packaging plant, hospitality room and Anheuser-Busch gift shop.

AIRPORT TRAVEL

Lambert St. Louis International Airport

Conveniently located within 14 miles (approximately 15 minutes) from the hotel.

Taxi: Taxi cabs are available near the baggage claim area and the approximate one-way fare is \$30-\$40

Hotel Parking:

Valet Parking \$25
Self parking \$18

Airport/Hotel Transportation

Shuttle: Go Best Shuttle Service runs between 6:00AM and 10:00PM near the baggage claim area. Please call Go Best at: 1-877-785-4682 if you are arriving at another time to arrange for pick-up. Service cost is \$21/One-way and \$37/Round-trip. There are discounts available when making a reservation for 2 or more people.

Visit the website for more information at:
<http://www.gobestexpress.com/airport-transfers.html>

AAPL SCHEDULE

WEDNESDAY, JUNE 19

11:30AM-12:30PM -
Conference Registration

12:30PM - 12:45 PM - Welcome to AAPL 2013/Mentoring Program
Brian P. Borchardt, MBA, AAPL President and Tracie King, AAPL Board Member - At Large

12:45PM - 1:45PM - Specialty Practices in an ACO (Accountable Care Organization) World
Susan Higman Tofani, MS

1:45PM - 2:45PM - The Differing Roles of the Physician Liaison - How Do You Get It All Done?
Kim Welton Collins, CMSR

2:45PM - 3:15PM -
Refreshment Break/Visit Exhibits

3:15PM - 4:15PM -
Concurrent Breakout Sessions

BREAKOUT A
Re-energize Your Program - Staying Engaged
Lorraine Placido, BS, RT (R)

BREAKOUT B
New Programs - Getting Data and Establishing a Strong Foundation
Brian P. Borchardt, MBA

BREAKOUT C
Tipping the Scales - Increasing Market Share in a Decreasing Market Pool
John F. Phillips, Master of Divinity

4:15PM -5:00PM - Relationship Building Strategies Concurrent Sessions

SESSION A
Sponsored by Barlow/McCarthy

SESSION B
Sponsored by The Advisory Group

SESSION C
Sponsored by Marketware

5:00PM - 6:15PM -
Networking Reception

7:00PM
Optional Small Group Dinners
(See REGISTRATION area for details.)

THURSDAY, JUNE 20

7:30AM - 8:00AM -
Breakfast/Visit Exhibits

8:00AM - 8:15AM - Welcome/ Updates
Brian P. Borchardt, MBA
AAPL President

8:15AM - 9:15AM - Plenary Session
Keynote - **How Medicine is Changing For Physicians**
David O. Barbe, MD, MHA
Chair-Elect, AMA Board of Trustees
American Medical Association

9:15AM - 9:45AM -
Membership Business Meeting

9:45AM -10:45AM - Engaging Employed Physicians as Partners
Marc D. Halley, MBA, President and CEO
The Halley Consulting Group, LLC

10:45AM -11:30AM -
Refreshment Break/Visit Exhibits

11:30AM -12:30PM - The Nerve to Serve, Say Hello to Humor and Goodbye to Burnout
Jody Urquhart, Professional Speaker and Author of All Work & No SAY

12:30PM-1:30PM - Roundtable
Networking Luncheon

1:30PM - 2:30PM -
Concurrent Breakout Sessions

BREAKOUT A
Stark Law Update
David L. McCune
Associate General Counsel
BJC Healthcare
St. Louis, Missouri

BREAKOUT B
Physician Onboarding
Donna Eccleston, FASPR
Duke University

BREAKOUT C
Improving Conversations with Physicians
Kathleen Harkins
Principal, Harkins Associates

"I am new to the profession and the networking within AAPL is invaluable"

2:30PM - 3:15PM -
Business Development Strategies Concurrent Sessions

SESSION A
Topic TBA

SESSION B
Topic TBA

SESSION C
I Love My Job, It's the People I Can't Stand
Jody Urquhart

3:15PM -3:45AM - Refreshment Break/Visit Exhibits

3:45PM - 4:45PM - National Physician Relations Benchmarking Survey
Jill Stratton and Laurie Slater

7:00PM - Networking Events:

- St. Louis Cardinals vs. Chicago Cubs at Busch Stadium
- Informal small-group dinners

(Optional events, see REGISTRATION area for details.)

FRIDAY, JUNE 21

7:30AM - 8:00AM -
Breakfast/Visit Exhibits

8:00AM - 8:05AM -
AAPL Announcements

8:05AM - 9:00AM - Physician Liaison Partnerships
Carrie Sota
University of Chicago Medicine

9:00AM - 10:00AM -
Listen with Heart: The Art of Transformative Communication
Sharon Browning, Esq.
JUST Listen

10:00AM - 10:45AM - Refreshment Break/Visit Exhibits/Door Prize Drawing

10:45AM - 11:45 AM - Center-type
Concurrent Breakout Sessions

BREAKOUT A
Children's Hospitals Issues
Erin DiBacco
Tufts Medical Center

BREAKOUT B
Academic Medical Center Issues
Teresa Lieb
Saint Louis University Hospital

BREAKOUT C
Community and Private Hospital Issues
Speaker TBA



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AAPL FACULTY/SPEAKERS

David O. Barbe, MD
Chair-Elect
American Medical Association
Mountain Grove, Missouri

Sharon Browning, Esquire
Founder and Animator
JUST Listening
Philadelphia, Pennsylvania

Brian P. Borchardt, MBA
Director, Physician Relations
Scott & White Healthcare
Office of Strategy, Marketing and Communications
Temple, Texas

Erin DiBacco
Senior Physician Liaison
Tufts Medical Center (Floating Hospital for Children)
Boston, Massachusetts

Donna Ecclestone, FASPR
Associate Director, Physician Integration/Onboarding
Duke Medicine
Durham, North Carolina

Kathleen Harkins
Principal
Harkins Associates
New York City, New York

Marc D. Halley, MBA
President and Chief Executive Officer
The Halley Consulting Group, LLC
Columbus, Ohio

Tracie L. King
Physician Liaison
Nationwide Children's Hospital
Planning and Business Development
Columbus, Ohio

Teresa Lieb
Director, Physician Relations & Community Outreach
Saint Louis University Hospital
St. Louis, Missouri

David L. McCune
Associate General Counsel
BJC Health Care
St. Louis, Missouri

John F. Phillips, Master of Divinity
Physician Outreach – Physician Services
Medical College of Virginia at Virginia Commonwealth
University
Richmond, Virginia

Lorraine Placido, BS, RT (R)
Director, Physician Liaisons
Penn Medicine
Radnor, Pennsylvania

Carrie Sota
Assistant Director, Physician Relations
University of Chicago Medicine
Chicago, Illinois

Susan Higman Tofani, MS
Consultant
Oncology Management Services
Ambler, Pennsylvania

Laurie Slater, MBA
Partner
Corporate Health Group
Tampa Florida Region

Jill Stratton
Partner
Corporate Health Group
Chicago Region

Jody Urquhart
Professional Speaker and Author of All Work & No SAY
Idoinspire
Calgary, Alberta
CANADA

Kim T. Welton Collins, CMSR
Physician Relations Specialist

AAPL OFFICIAL CORPORATE SPONSORS:

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Conference Registration Form

AAPL Tax ID # 62-1857713

Online registration at: www.physicianliaison.com

NAME BADGE INFORMATION

Name _____

Degrees _____

Position _____

Hospital/Institution _____

City, State _____

CORRESPONDENCE INFORMATION

Email _____

Mailing address _____

Phone _____

Is this your FIRST AAPL Conference? ___ Yes ___ No

Dietary Restrictions _____

Indicate Your Hospital/Center Type

Academic Medical Center

Private/Community Hospital

Pediatric/Children's Hospital

OPTIONAL NETWORKING DINNERS

(These are informal, pay-on-your-own dinner options.)

Dinner with colleagues, Wednesday, June 19

Dinner with colleagues, Thursday, June 20 (instead of
ballgame)

Not Interested.

CONFERENCE FEE SCHEDULE

AAPL Member Early Registration Discount

(payment by April 19, 2013) **\$365**

AAPL Members (After April 20, 2013) **\$395**

Non-members **\$495**

Group Event (Optional): Thursday, June 20, 2013
at 7:00PM, St. Louis Cardinals vs. Chicago Cubs at
Busch Stadium

*Limited number of tickets available- Register Early!

one ticket \$30.00

two tickets \$60.00

Call AAPL if additional tickets are needed.

Total Registration Fee Enclosed \$ _____

While payment by credit card is available,
checks are preferred to help reduce banking
and merchant service fees.

PAYMENT TYPE: Check Credit card
(all accepted)

Make check payable to:

AAPL

461 Cochran Road, Box #246

Pittsburgh, PA 15228

Credit Card Information:

Card # _____

Expiration date: ____/____ CVV code

Name on Card: _____

Email to send receipt: _____

Cardholder's signature: _____

Amount: \$ _____

Billing address and zip code of credit card:

Address: _____

City _____

State: _____ Postal Code _____

Questions: contactaapl@gmail.com or (571) 402-AAPL (2275)
www.physicianliaison.com



American Association of Physician Liaisons, Inc.



The purpose of the American Association of Physician Liaisons, Inc. is to bring together professionals who are actively engaged in physician liaison activities in their daily jobs through educational and networking opportunities. AAPL consists of a geographically diverse group of healthcare professionals who are interested in establishing peer relationships with other physician liaisons across the country. AAPL designs its Annual Conference to offer exciting, expert speakers who deliver presentations on relevant topics of interest. These lectures focus on improving the knowledge, skills and capabilities of physician liaisons.

AAPL BOARD OF DIRECTORS

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Director, Physician Relations
Scott & White Healthcare
Office of Strategy, Marketing and Communications
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Physician Recruitment and Referral
Development
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Jim Lawrence, RN, MBA
Referral Services Manager
Saint Francis Medical Center
Marketing & Public Relations
Cape Girardeau, Missouri

BENEFITS OF MEMBERSHIP IN THE AAPL INCLUDE:

- Subscription to AAPL newsletter
- Access to annual Membership Directory
- Reduced registration for the annual conference
- Benchmark survey information
- Past and current conference materials
- Access to Forums and "AAPL Talk" List Serv
- Reduced webinar fees

Board Members At-Large

Jill Buck
Director
Mayo Clinic
Referring Physician Office
Rochester, Minnesota

Teresa L. Jackson, BSRT-R, CT
Lead Physician Liaison
Cape Fear Valley Health System
Marketing and Outreach
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Tracie L. King
Physician Liaison
Nationwide Children's Hospital
Columbus, Ohio

Anne Quinn-Dietzler
Physician Relations Manager
Princeton HealthCare System
Marketing
Princeton, New Jersey

Conference Planning Chair

Catherine Hanly Mikelson
AAPL Secretary
Senior Physician Liaison
Penn Medicine
Radnor, Pennsylvania

Administrative Staff

Beth A. Kassalen, MBA
Barbara Hamschin
Kassalen Meetings and Events, LLC
www.kassalenasociationmanagement.com

SPECIAL EVENT

Join us for a networking event on Thursday, June 20, 2013 at 7:00PM, St. Louis Cardinals vs. Chicago Cubs at the beautiful Busch Stadium. Please note that this event is optional and there are a limited number of tickets available- Register Early!