Dear AAPL Annual Conference Attendees,

Please join the American Association of Physician Liaisons (AAPL) as we convene in Charlotte, North Carolina for our 2015 annual conference.

This conference will once again offer a first class program of educational and networking opportunities that AAPL members have come to expect. For the FIRST TIME EVER, AAPL will be offering a Pre-Conference Workshop, where attendees can learn from programs that are leading the way with innovative strategies.

This year's conference is themed “Leading From the Frontlines” with nationally recognized speakers that will address:

- High performance achievement
- Leadership and innovation in a constantly changing market
- Hospital and Physician Alignment strategies

We are honored once again to have as our opening keynote speaker the President, Board of Trustees, American Medical Association, Dr. Steven Stack, who will provide a unique insight into the growing needs of our referring physicians.

This conference is a unique program developed FOR physician liaisons BY physician liaisons and offers an unmatched national reach for networking and professional growth.

We are looking forward to enjoying the sunny weather of our Southeast Coast and the hospitality of our Carolina members as they lead some of our breakout sessions!

We invite you to engage actively in your personal growth and join us in Charlotte, June 17-19, 2015, we look forward to seeing you there!

Tracie L. King, Physician Liaison
Nationwide Children's Hospital
AAPL 2014-2015 President-Elect
Program Committee Chairperson
CONFERENCE OBJECTIVES AND MISSION STATEMENT

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

1. Network with peers from across the country
2. Learn best practices
3. Develop tools to improve communication with your physician audience to better understand the challenges they face
4. Participate in discussion forums with colleagues working in similar-sized and type facilities
5. Gain new knowledge that helps you become more effective in your position
6. Evaluate tools that can help expand your current program and reach
7. Participate in sessions specifically tailored to your role – beginner, experienced and liaison manager
8. Learn about current healthcare trends

The geographic makeup of our AAPL membership is shown below:

MISSION STATEMENT

The American Association of Physician Liaisons exists to advance the art of physician and healthcare provider relationships through the provision of educational programming, professional development, shared resources and networking opportunities.
**Steven J. Stack, MD**

Steven J. Stack, MD, an emergency physician residing in Lexington, Kentucky, was elected president-elect of the American Medical Association (AMA) in June 2014. Board-certified in emergency medicine, Dr. Stack currently practices in Lexington and surrounding central Kentucky.

Dr. Stack has special expertise in health information technology (IT) and was chair of the AMAs Health Information Technology Advisory Group from 2007 to 2013. He has also served on multiple federal advisory groups for the Office of the National Coordinator for Health Information Technology (ONC), including the Information Exchange, PCAST Report, and Strategic Plan workgroups. A member of his board of directors since 2011, Dr. Stack is currently the secretary of eHealth Initiative, a non-profit association committed to improving health care through the advancement of health IT.

**Troy Hall, MBA**

Troy Hall is Chief Operations Officer for South Carolina Federal Credit Union, leading a team of senior managers in the disciplines of Retail Branch Sales and Operations, Lending, Marketing, and Business Performance Management. With over 38 years as a lending and sales and marketing professional, Hall has been involved in the credit union movement for 20 plus years, both on staff and as an outside marketing consultant.

Currently serving on the Board of Directors for Lowcountry Orphan Relief and as a volunteer with Seacoast Church, Hall actively speaks on the topic Every day is Bank Transfer Day™ throughout the nation. He is the current President of the Charleston Chapter of Credit Unions and a mentor for the Carolinas Credit Union League CUAware program. Hall co-hosts “The Power of Performance,” a weekly blog-talk radio show that reaches business leaders across the United States. He consults and facilitates strategic planning projects with clients of the credit union’s subsidiary, South Carolina Financial Solutions, LLC. Since 1999, Hall has presented leadership, sales and marketing, and retail branch efficiency presentations to business professionals at local, state, national and international conferences.

**Christopher Stankovich, Ph.D**

Dr. Stankovich received his Ph.D in Clinical Counseling from The Ohio State University, and is the founder of Advanced Human Performance Systems, a counseling center in Columbus, Ohio, that offers performance-enhancement assistance to athletes, as well as various non-sport groups, including physicians, attorneys, business/sales people, and educators. Dr. Stankovich is the co-author of several books, including “Sport Success 360” and “The Parents Playbook,” as well as a featured columnist for several magazines, including High School Today and Columbus Parent.

In Ohio, he is recognized as “The Sports Doc” for his weekly featured television segment on NBC 4 Columbus and Time Warner On-Demand. In addition to his clinical counseling and media work, he has taught psychology and business courses at several universities, including The Ohio State University, Kenyon College, Capital University, University of Dayton, and Wittenberg University.

**Gil Peri, MPH, MBA**

Gil Peri is the Senior Vice President and Chief Strategy Officer for Children’s Hospital Colorado. He oversees the health system’s strategy, marketing/communication and external affairs. Peri, who joined Children’s Colorado in August 2014, has nearly two decades of leadership experience in strategic planning, performance improvement and market development for healthcare systems.

Peri last worked at Nationwide Children’s Hospital in Columbus, Ohio, where he served for five years as the Vice President for Strategy and Regional Development. His earlier experience includes serving as Director of Business Development and Clinical Services for BayCare Health System, a nine-hospital health system in Tampa, Florida.
CONFERENCE VENUE

Conference Accommodations
Omni Charlotte Hotel
132 E. Trade Street
Charlotte, North Carolina 28202
Phone: (704) 377-0400

Named in honor of English royalty, the Queen City welcomes visitors with an impressive skyline, museums, performing arts and professional sports. Experience Charlotte’s mix of business acumen, rich history, vibrant streets and southern charm.

The Omni Charlotte Hotel envelopes you in comfort with a touch of genuine North Carolina hospitality. This AAA Four Diamond hotel is the perfect destination to explore countless attractions. Linked to 12 city blocks via a sky bridge and the EPICENTRE entertainment district which boasts a unique combination of over 40 venues including cafés, restaurants, late night spots and retail. The hotel offers a rooftop pool and sundeck, a fully equipped, 24-hour fitness center, nearby jogging and biking trails, In-room fitness kit available and complimentary access to the Charlotte Athletic Club (connected to the hotel.)

AAPL Group Room Rate: $189.00, plus taxes Single/Double Occupancy
All reservations must be received by Monday, May 18, 2015 to ensure you get the discounted rate. The special conference rate and room availability cannot be guaranteed after the Monday, May 18, 2015 cut-off date. For your convenience, the conference rate is available 3 days prior and 3 days after the conference, based on hotel availability.

Direct link for AAPL Conference hotel reservations:

Phone Reservations
Phone: 1-888-444-OMNI
The AAPL group code is: AAPL 2015

Transportation Options to and from The Omni Charlotte Hotel
The hotel is located approximately 15 minutes from the Charlotte Douglas International Airport. Centrally located in downtown Charlotte, getting to the hotel is easy with taxi service, scheduled airport shuttle service and car rental options. Follow the signs to ground transportation and taxis.

Taxi Service
Taxi service is readily available at Charlotte Douglas Airport and the estimated cost is approximately $25.00 each way. Taxis are available at the hotel 24 hours a day.

Parking At The Hotel
Valet parking is offered at the main entrance of the hotel, located on E. Trade Street. Valet parking rate is $20.00 (includes in-and-out privileges.)
AAPL CONFERENCE FEE SCHEDULE AND REGISTRATION

Successful Strategies Pre-Conference Workshop, Wednesday, June 17, 2015..............$75.00

AAPL Active Member Early Registration Discount............................................................... $395.00
(Payment must be made by Friday, April 17, 2015)

AAPL Active Members Registration (After April 18, 2015)........................................... $425.00

*Non-AAPL Member Registration .................................................................................. $525.00

*Join AAPL! Receive the benefits of membership and the reduced conference registration fee.
Apply for membership at: www.physicianliaison.com.

Direct Link to register for the AAPL Conference:

The AAPL 2015 Conference Registration is also available on line by visiting our website at:
www.physicianliaison.com

All cancellations must be received in writing to: contactaapl@gmail.com. Please let us know if you do not receive a confirmation of the cancellation request. A $75.00 USD administrative fee will be deducted from cancellations requested after June 1, 2015. Questions can be directed to AAPL at: 571-402-2275

About the AAPL

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.
WEDNESDAY, JUNE 17, 2015

SUCCESSFUL STRATEGIES PRE-CONFERENCE WORKSHOP

Join other liaisons from across the nation and all types of facilities to learn how others are leading from the front lines in their own organizations. The format of the workshop includes four 15-minute presentations regarding innovative approaches by liaisons followed by a 90 minute thought-provoking and interactive panel discussion about these practices. Learn how to tackle issues and lead your organization to the next level of physician relations. This workshop preceeds the AAPL Conference from 8:00 am - 11:30 am on June 17, 2015.

7:30 am – 8:00 am  Registration

8:00 am – 8:30 am  Continental Breakfast

8:30 am – 9:30 am  Successful Strategies Presentations Consecutive Sessions

8:30 am – 8:45 am
Community Physician Engagement & Communications Strategies
Matt Hughes
Manager of Physician Relations
Nationwide Children's Hospital
Columbus, Ohio

8:45 am – 9:00 am
Successful Networking Breakfast for Community Practices
Debra Lang
Director of Physician Outreach
Stony Brook Medicine
East Setauket, New York

9:00 am – 9:15 am
Utilization of Sports Marketing to Advance Physician Relations Programs
Jason Lansdale
Physician Liaison
University Hospitals Health System
Shaker Heights, Ohio

9:15 am – 9:30 am
To Promote or Not to Promote: Not All Physicians are Created Equal
Beth Gregory, BSN, RN
Physician Liaison
University of Birmingham Hospital
Birmingham, Alabama

9:30 am – 11:00 am  Successful Strategies Panel Discussion
WEDNESDAY, JUNE 17, 2015

CONFERENCES

11:30 am – 12:30 pm  Conference Registration and Refreshments

12:30 pm – 1:00 pm  Welcome to AAPL 2015 Conference

Catherine Hanly Mikelson
AAPL President
Senior Physician Liaison
Penn Medicine
University of Pennsylvania Health System
Philadelphia, Pennsylvania

Keynote Presentation

1:00 pm – 2:00 pm  Performance Psychology Strategies for Personal & Professional Success

Christopher Stankovich, Ph.D
Professional Athletic Counselor and Sport Performance Scientist
Advanced Human Performance Systems
Columbus, Ohio

This presentation will explore contemporary Positive Psychology findings, ideas, and skills around self-leadership, positive habit change, optimal life balance, perception and healthy stress recovery, and strengthening resiliency for greater happiness and life success.

Keynote Presentation

2:00 pm – 3:00 pm  Physician and Hospital Alignment: Have It Your Way!

Gil Peri, MPH, MBA
Senior Vice President/Chief Strategy Officer
Children’s Hospital Colorado
Aurora, Colorado

The changing landscape of healthcare delivery, reimbursement, quality and cost saving initiatives causes many concerns. Align or go it alone? Each option has its own set of challenges and issues for both physicians and hospitals. The continuum of offerings developed by an organization can transition from “scary alignment” to a support business proposition and provide a win/win for your hospital and physicians alike.

3:00 pm – 3:30 pm  Visit our Exhibitors and Refreshment Break

3:30 pm – 4:30 pm  Concurrent Breakout Sessions

Session A

Taking Your Game to the Next Level: 10 Peak Performance Skills You Need to Know

Christopher Stankovich, Ph.D
Professional Athletic Counselor and Sport Performance Scientist
Advanced Human Performance Systems
Columbus, Ohio

This break-out session will analyze the qualities regularly found in happy, healthy, successful people – including skills, tips, and advice that you can immediately build into your personal/professional life.

Session B

Learning and Change: We All Face It… How to Excel

Troy Hall, MBA
Chief Operations Officer
South Carolina Federal Credit Union
Charleston, South Carolina

This session discusses the value of being a learning organization and an agent of change. Learning is a process of acquiring knowledge, adapting to one’s environment, experimentation and practicing the acceptance and inclusion of other’s ideas and feedback. Share in an open dialogue that challenges the status quo on the traditional change agent and positions you to be an agent of change.

4:30 pm – 5:30 pm  Physician Onboarding – Making Connections Matter

Lyn G. Reed
Physician Access Manager, Community Physician Network
Community Heart and Vascular Care
Indianapolis, Indiana

Melissa Jones
Integration Coordinator, Business Development
Great River Health Systems
West Burlington, Iowa

5:30 pm – 6:30 pm  Networking Cocktail Reception
THURSDAY, JUNE 18, 2015

CONFERENCE

7:00 am – 8:00 am  Breakfast Buffet

8:00 am – 8:15 am  Welcome Announcements
Catherine Hanly Mikelson
AAPL President

Keynote Presentation
8:15 am – 9:15 am  Toward a Healthier Tomorrow: Rethinking Health Care for the 21st Century
Steven J. Stack, MD
President-Elect
American Medical Association
Lexington, Kentucky

Dr. Stack will offer a physician’s perspective on the seismic changes transforming health care today, from payer and hospital consolidation to new delivery models to the impact of the Affordable Care Act. Amid widespread change in terms of who receives health care, how it is paid, and how it is delivered, new opportunities exist for physicians and hospitals to collaborate. He will examine the shifting industry and regulatory landscape, the impact of digital health on the practice environment, and the AMA’s ongoing effort to improve the health of the nation through its three-pronged strategic plan.

9:15 am – 10:15 am  The Front Line is the Bottom Line: Liaisons Show Results
Kriss Barlow, RN, MBA
Principal
Barlow/McCarthy
Hudson, Wisconsin

Leslie Burnside, MEd, MHA
Vice President of System Affiliations & Network Development
UNC Health Care
Chapel Hill, North Carolina

10:15 am – 10:45 am  Visit our Exhibitors and Refreshment Break

Keynote Presentation
10:45 am – 11:45 am  Agility and Innovation in an Ever-Changing Landscape
Troy Hall, MBA
Chief Operations Officer
South Carolina Federal Credit Union
Charleston, South Carolina

Today’s global leaders must be more aware than ever of how to observe, identify and navigate through a changing marketplace. That requires leaders to be more than agile in their movements, they must be agile thinkers. Creative and critical thinking lay the groundwork for innovation… solutions of needs. In this session, you will begin to understand how to navigate the white waters of change and end right-sized up.

12 noon – 2:00 pm  Group Networking Luncheon
THURSDAY, JUNE 18, 2015

CONFERECE

2:00 pm – 3:30 pm  Concurrent Breakout Sessions

New Liaison Track
A Beginners Guide to the Market
Vivian Wessel Highton, MBA
Professional Relations Representative
Radiology, LTD.
Tucson, Arizona

Experienced Liaison Track
Promoting Successful Behaviors in Your Sales Team:
How to Create a Culture That Sticks
Bev Miller
Director of Physician Relations and Business Development
The Valley Hospital
Ridgewood, New Jersey

Manager Track
Manager’s Tool Kit – Structuring, Prioritizing, Leading
Brian P. Borchardt
Director, Physician Relations
Baylor Scott & White Healthcare
Office of Strategy, Marketing and Communications
Temple, Texas

Eric Franke
Manager, Physician Relations
Barnes-Jewish Hospital
St. Louis, Missouri

3:30 pm – 4:00 pm  Visit our Exhibitors and Refreshment Break

4:00 pm – 5:00 pm  Platinum Sponsor Corporate Breakout Concurrent Sessions

Session A

Session B

Session C

6:30 pm  Optional After Hours Networking Event
More information to follow soon.
CONFERENCE

7:00 am – 8:00 am Continental Breakfast

8:00 am – 8:05 am Announcements
Catherine Hanly Mikelson
AAPL President

8:05 am – 9:05 am Driving and Proving Value and ROI in a Newly Created Physician Liaison Program
Jason Lansdale
Physician Liaison
University Hospitals Health System
Shaker Heights, Ohio

9:05 am – 9:45 am Visit our Exhibitors and Refreshment Break

9:45 am – 10:45 am Center-Type Concurrent Breakout Sessions

Community/Private

Return on Relationships:
How Networking Can Impact Your Trend Lines
Danette Brackett
Director, Business Development
Carolinas HealthCare System Blue Ridge
Morganton, North Carolina

Children's Hospitals

We Don't Have Just a Slice, We Have the Whole Pie!
Leah M. Maul, MBA
Director, Physician Liaison Services
Levine Children's Hospital
Charlotte, North Carolina

Academic Medical Centers

Breaking out of the Ivory Tower: Academic Medical Centers and Community-Centered Approaches
Leslie Burnside, MEd, MHA
System Director, Network Development & Physician Relations
UNC Health Care
Chapel Hill, North Carolina

Lisa Moore
Physician Liaison
UNC Health Care
Chapel Hill, North Carolina

Closing Presentation

10:45 am – 11:30 am Survey Says! National Benchmarking Survey Results: How Does Your Program Stack Up?
Laurie Slater, MBA
Partner
Corporate Health Group (CHG)
Jefferson City, Missouri

11:30 am – 11:45 am AAPL Closing Remarks
Catherine Hanly Mikelson
AAPL President
Senior Physician Liaison
Penn Medicine
University of Pennsylvania Health System
Philadelphia, Pennsylvania

Tracie L. King
AAPL President Elect (2015-2016)
Physician Liaison
Nationwide Children's Hospital
Columbus, Ohio

2015 AAPL Conference Program Concludes
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Evariant sees a world where healthcare is more efficient, effective, and personal. We help healthcare organizations transform by providing a cloud-based healthcare CRM platform that synthesizes big data for visualizing current and future market trends to drive patient and physician engagement. The result is greater visibility into opportunities, richer engagement of key constituents, and continuous measurement and improvement. Many of the leading healthcare institutions have selected our solutions to optimize their care strategies and programs. Learn more at www.evariant.com.

marketware

Find your path to grow physician referrals. Marketware, Inc is the leading Healthcare Relationship Management Software and Business Intelligence consulting firm. Marketware’s premier software applications are designed to aid clients in generating the return on investment by leveraging market insight, relationship management and project management. With over 25 years of experience, Marketware is trusted by hundreds of healthcare systems across the nation. To learn more visit marketware.com or follow us on Twitter using @marketware.

tea leaves health

Tea Leaves Health provides tools and services to help providers improve quality and delivery of care, provider/patient satisfaction and outcomes. Tea Leaves Health’s Strategic Growth Platform gives our clients the advanced business intelligence and tools needed to leverage proprietary data analytics, targeted customized content and messaging, and communication delivery to drive strategic growth and measure the impact on the behavior of high-value consumers and physicians. Physicianology™ is the component that supports liaison teams by providing total information awareness as it relates to the providers in your market. We achieve this by integrating your internal EMR data, 3rd party medical claims data, a fully integrated, robust contact management system, and GIS interactive mapping functionality all in one easy to use, web based application. Physicianology™ is the only PRM solution that also includes an integrated campaign platform, to help you reach physicians in your market with targeted communication, and measure the results of your campaign through ROI tracking reports. Our approach helps our clients understand, target, engage and measure their liaison and business development efforts. Our ultimate goal is to help you positively impact organizational growth and provider satisfaction through a combination of application functionality and superior customer support. Physicianology™ was developed and is supported by leaders with decades of physician relations experience.

GOLD SPONSOR

NAPIER LOOP

Napier Healthcare Specializes in 360° Patient Referral and Retrieval Solutions. The NAPIER LOOP product offering is a cloud-based referral management platform designed to simplify and strengthen collaborative care by streamlining and coordinating the 360° referral management cycle. NAPIER LOOP is an easy to use, intelligent, cloud solution that helps healthcare providers effectively manage their patient referral processes.
LEADING FROM THE FRONT LINES
AAPL 2015 CONFERENCE • CHARLOTTE, NORTH CAROLINA
THE OMNI HOTEL • JUNE 17-19, 2015

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