Master List of Discussion Topics from the AAPL COVID-19 Community Chats

Special Projects & How We’re Keeping Busy

- Working on projects for CEO
- Helping with PPE Procurement
- Assigned different roles or redeployed into a specialty area if clinically trained/experienced (i.e. RNs being called to the field, radiology, etc.)
- Helping with internal virtual Town Hall meetings
- Putting together current and post-COVID-19 Plans
- Reaching out to other Physician Liaisons on LinkedIn to share experiences and resources
- Connecting with the C-Suite and being their conduit to the Independent Practices
- Reaching out to Service Line and other internal stakeholders to educate them on the Physician Liaisons role.
- Utilizing independent practice connections to provide community resources - adding value to the role of a Physician Liaison in the community
- Rates of capture for the different service lines and using that data to create a slide deck training for front line staff on the benefits of capturing accurate information

Outreach

- Working on enhancing relationships with referring providers - serving as their point of contact
- Maintaining outreach, adapting to all virtual communication
- Sending treats or lunch to offices to let them know that we are thinking about them
- Asking good questions - *How have you been impacted? What is the number 1 thing that you need?*
- Promoting telehealth and virtual visits
- Gathering contact information for office managers, surgery schedulers and referral coordinators that work closest to the providers
Being a Good Partner

AAPL Board member, Bonnie Little, shared that her team is focusing on being a good partner. She outlined a few areas how they are accomplishing this goal.

- Touch points - communicating by phone, e-mail and WebEx outreach
- Outreach to all Independent Practices in the state to ask two questions - What do you need? How can we help?
- Established a call center that is a 1-800 number that you can call with a line for patients and a line for providers. Bonnie's team manages the line in shifts 8am-5pm to field incoming questions.
- Providing resources relating to the new CARES Act which provides funding and resources for their practices

Challenges

- Missing interacting face to face and adapting to outreach over the phone or through e-mail
- Uncertainty of the financial impact
- Uncertainty of how long this will last
- Balancing work/home life
- Big team - trying to keep the team cohesive and focused on the same goals

Telehealth

- Working with the Marketing department to come up with helpful infographics to aid in setting up a Telehealth system
- Learning Telehealth models for each specialty

Virtual Press Conferences

- Utilizing online resources to hold virtual press conferences with Infectious Disease Specialists to the community informed

Database Cleanup

- Focused effort to capture correct referring provider information
- Collecting correct e-mails for providers that they actually check that we can send business communications - doing this by calling practices one by one
- Educating staff on how to accurately capture correct provider contact information
- Going through our database and making sure the provider information is up to date and keeping a master list of incorrect information

COVID-19 Committee

- Forming a committee to discuss what we are doing differently now that we can continue doing after this is over
Sharing Positive Feedback

- Gathering feedback from patients on why they love their providers and sending it to them for encouragement
- Sharing positive feedback with senior leadership from people in the community who have utilized the hotline

Virtual CMEs

- Starting to host virtual CMEs for the organization. The team starts by reaching out to community hospitals to see who is interested and finding physicians who are willing to present the CME in a live webinar format with q&a. The webinar will be recorded and the team is working to see how they can utilize the information in the future.
- Promoting attendance through personal invitation

Creative Ways to Get Provider E-mail addresses

- Pay attention to your e-mail communications. The e-mails may be copied, and that is a creative way to get accurate e-mail addresses for your providers
- Reaching out to administrative office to see who has registered for symposiums and if the providers registered with an e-mail address

BlueJeans for Healthcare

- HIPAA Compliant for clinical updates

CME Credit for COVID-19 Care

- The Governor of Michigan is allowing CME credit for any physician that cares for a COVID-19 patient. The state set up a website to record the hours and receive credit.

Updating Physician Profiles

- Updating the physician database to list if they are offering tele-health services on their profile has seen very positive feedback from the providers

Community Resources

- Task force created to reach out to local businesses who carry PPE supplies (painters, construction, agriculture businesses, etc.) and coordinating drop off sites for supplies
- Working with local Universities or High Schools that have a 3D lab to produce masks and donate them to the front lines
- Utilizing the fabric that wraps the surgical trays and sending that to a local fabric cutter to make masks that are between surgical and N95

Tracking Projects to Show Value

- Keeping track of daily tasks and projects to show that we are working and bring value to the organization
• Special category added to PRM System to track COVID-19 related projects so that we can provide accurate reporting and data
• Documenting every interaction our team is having with referring providers

Team Communication

• Utilizing Microsoft Teams to communicate with our teams remotely

Community

• Encouraging to see that hospital systems are pulling together - local CMOs are meeting regularly to work together during the pandemic

Metrics - has this changed for your team?

• Adjusting metrics to be able to count e-mail communication with practices as interactions
• Decreased call count for the quarter to reflect the challenges in getting in touch with practices
• Adjust team goals to reflect new focuses

Virtual Grand Rounds

• Weekly virtual grand rounds

Zoom Lunch & Learns

• Brainstorming how this can happen with the practices

Messaging

• Clearly communicating how the practices are taking measures to keep patients safe
• Messaging on social media to patients that our doors are open, please reach out and get the care that you need

Post COVID-19

• Future calls hope to include liaisons that are returning to the field to guide others on the process
• Messaging to our providers that we are here to help and support
• Conducting a needs analysis with the practices to see what questions need addressed

Value of a Liaison

• Business Development knowledge gives us an edge and brings value to our hospital system