

# AAPL Chicago Regional Meeting

Thursday, November 9, 2017

9:30 am - 3:30 pm

## 10:00 am **Welcome to the AAPL Regional Networking Meeting**

*Gail Chellis, AAPL President*  
Director, Physician Strategies  
St. Anthony's | Mercy

## 10:05 am **Aligning Your Business Development Team - Presented by our Sponsor, Tea Leaves Health**

*Darla Seehafer, Director of Client Service, Physicianology*  
Tea Leaves Health  
*James A. Munz, MHA, MT (ASCP), Regional Director, Physician Relations/Medical Staff Development*  
Advocate Christ, South Suburban, and Trinity Hospitals

Your business development team is critical to driving revenue and growth for your organization. They are the eyes and ears of your organization. They are the problem solvers and the solution makers. Being able to structure a team to deliver that growth is essential. If you are unsure where to assign the liaison that recently joined your organization, or you need a new strategy to influence a physician to keep more of his referrals within your system, this session is for you. We will discuss not only how to structure a team for success, but how to use PRM data to get more detailed information about your physicians and their behaviors so you can make informed and strategic decisions.

### **Learning Objectives**

- Explore how to utilize data to devise data-driven liaison territories
- Derive action plans to slow leakage based on referral knowledge, increase revenue, and create effective physician engagement strategies with a well thought out business development team
- Leave this session with tried-and-true strategies to address the challenges of business development

## 11:00 am **Shriners Hospital for Children: Customizing Your Message in Support of Your Brand**

*Cynthia Anderson, BSN, RN, Professional Liaison*  
Shriners Hospital for Children – Chicago  
*Veronica A. Bowden, Coordinator of Professional Relations*  
Shriners Hospital for Children – Cincinnati

For over 93 years, Shriners Hospitals for Children has successfully maintained their mission despite an ever-changing healthcare environment and a growing network of hospitals which now spans the United States and Mexico. Shriners Hospitals for Children has 22 locations, 21 in the United States and one in Mexico City, and their hospitals focus on four key areas: orthopaedics, cleft lip and plate repairs, burn care and spinal cord injuries. Their unique mission and specialty care focus requires their physician liaison program to take a unique approach to outreach planning by promoting their national brand and the specific needs of their local hospital.

### **Learning Objectives**

- Learn how Shriners liaisons successfully communicate their national and local brand
- Gain an understanding of the distinctive challenges their liaison team experiences due to their unique geographic footprint and learn how each liaison tackles their own territory to successfully communicate the Shriners mission and vision, while also promoting local services
- Discuss key opportunities for referral growth and learn how Shriners successfully implemented each plan

11:45 am

**Promoting Pride in Healthcare**

*Liz Jazwiec, RN, President and Founder*

Liz, Inc.

In this stimulating plenary talk, Liz reminds all of us of the need to celebrate the work that we do. She describes why it is so important to acknowledge our accomplishments and focus on all the things that are good about healthcare. She will talk about our strength as individuals and our ability to make a difference in people's lives, and encourage participants to remember that there are many reasons to be proud of our ability to deliver services with care and compassion. Finally, Liz will describe the commitment necessary and some simple strategies to drive out negativity and make the work place better.

**Learning Objectives:**

- Understand and appreciate why taking pride in your healthcare organization is important
- How developing a positive work culture is critical for success
- Gain important and simple strategies to drive out negativity
- Recognize the true impact you have serving in healthcare

12:30 pm

**Luncheon and Best Practices Roundtable Discussion**

1:20 pm

**Role of the Physician Liaison in Value Based Healthcare**

*Theresa Hush, CEO*

Roji Health Intelligence

Value-based health care involves more than new payer requirements and quality reporting. Along with it comes benefit plans that are forcing consumers to be more active in decision-making and pay a greater share of the costs. Those consumers will make new demands on practices and physicians to be more involved, have more information for making choices, and will insist on a higher level of customer service.

**Learning Objectives**

- Understand how to tap your leadership to determine their expectations of your role
- Create a plan to assist with relationship management
- Develop techniques to gain excitement about relationship building and its benefits

1:55 pm

**Execute Successful Service Line Growth Strategies in a Value-Based Environment**

*Tammy Tiller-Hewitt, CEO and Chief Motivational Officer*

Tiller-Hewitt Healthcare Strategies

Even as the healthcare reform debate rages on, we still must meet the challenge of executing a data-driven strategy to achieve service line growth. Tammy demonstrates how Lean principles and laser-focused service line Growth Teams ensure that you rapidly deliver profitable volume growth that is fully aligned with an organization's value-based goals.

**Learning Objectives**

- Focus outreach efforts using real-time market intelligence, timely internal and external data
- Apply lean principles to remove waste and inefficiencies, remove barriers and improve access
- Structure service line Growth Teams to execute the data-driven strategy to generate rapid results and achieve sustainable growth

**2:35 pm**

**Building Relationships with Operational Partners to Improve Issue Resolution**

*Lyn Reed, Manager, Physician Liaison Services*

Community Health Network

Providing patients with exceptional care is a team effort. In order to remove barriers to care and to improve processes, the physician liaison can set the stage for conversations that result in understanding situations and making recommendations that do not involve offensive and defensive reactions. In this session we hope to discuss ways to build better connections with the operational areas of the hospital system and with our ambulatory partners, which results in effective issue resolution. We will discuss real situations and will provide templates that your team can add to their resources library.

**Learning Objectives**

- Build trust and collaboration with operational partners
- Identify the issues and determine which are trends and which need attention
- Explore processes for documenting and communicating improvements to key stake holders

**3:15 pm**

**Closing Remarks**

*Gail Chellis, AAPL President*

Director, Physician Strategies

St. Anthony's | Mercy