



AAPL Board Nomination Bios for 2019 - 2020

Officer Positions



President-Elect

Lyn Reed

Community Health Network
Indianapolis, Indiana

Lyn is currently the manager of Physician Liaison Services for Community Health Network in Indianapolis, IN. In this role she has responsibility for 4 liaisons and supports the Heart and Vascular Care Product Line. Lyn is Co-Chair for the American Heart Association's Heart Walk representing Community Health Network and has been on the Heart Walk team for the past 4 years. Prior to working at Community, Lyn worked as a liaison at Indiana University Health, also in Indianapolis, for 8 years supporting both adult and pediatric providers and physicians. Lyn has been an active member of the American Association of Physician Liaisons for 15 years and a board member for 6 years. As Co-Chair of the Membership Committee, Lyn had the opportunity to network with Liaisons nationwide. Lyn has also been active on the Hamilton Southeastern Schools Foundation Board, The American Red Cross and the Junior League of Michigan.

Why I would make a good candidate

I believe in the value of the Physician Liaison role and the importance of having a professional organization that supports the mission and vision of the role.



Secretary

Loren Van Ostrand

Yale University – Yale Medicine
New Haven, Connecticut

Loren joined Yale Medicine as a Physician Liaison. In her former roles at Hartford Healthcare and Georgetown University Hospital, Loren worked to develop strategies that increased physician relations and improved communication, coordination, and collaboration between providers and hospitals. Loren is skilled in project management and well versed in communicating the complexities of our health care industry to key stakeholders. She holds a bachelor's degree in Communication Management from the University of Dayton in Ohio.

Why I would make a good candidate

I'd be honored to bring my diverse physician relations and leadership background to the AAPL Board to help support our members and increase engagement. I've served three very different geographic areas throughout my career - in a well-integrated academic medical center, a small community hospital, and in a siloed medical group arm of a large medical center. I've led large onboarding initiatives and grown two

liaison programs from the ground up. Increasing my involvement in AAPL is important to me, as is giving back to the organization that has provided me with valuable education and professional guidance.

Board Members at Large – 3 Open Positions



Jeremy Holt

Spartanburg Regional Healthcare System
Spartanburg, South Carolina

Highly motivated and driven by my competitive nature to succeed. With a great set of communication skills, that are cultivated daily, I seek and strive for relational environments that encourage productivity and growth.

Why I would make a good candidate

Serving as a Director at large for the last 2 years has taught me many things. I want to continue that education while simultaneously being a part of a growing organization that seeks to cultivate the business professional in the world of Physician Relations.



Sarah Latorre

UMass Memorial Health Care
Worcester, Massachusetts

Sarah Latorre is Senior Director, Physician Referral Marketing, for UMass Memorial Health Care in Worcester, MA. Leading the system's physician marketing, communications and referral services teams, she is accountable for physician and referral growth through innovative outreach and retention strategies – while also ensuring UMass Memorial physicians benefit from an optimal referral experience. Her teams' success is grounded in the disciplines of tracking and evaluating data and establishing clear performance goals and metrics that are frequently reviewed for effectiveness and ROI. Prior to joining UMass Memorial Health Care in 2011, Sarah worked in the financial services industry for more than 15 years managing sales and marketing teams.

Why I would make a good candidate

Being involved with AAPL provides valuable sharing of knowledge and resources to liaison programs across the country. I would be an asset to the board by providing knowledge sharing and guidance on program offerings, market strategies and leadership direction for others within the AAPL organization.



Michelle McMillan
Children's Mercy Kansas City
Kansas City, Missouri

I began the Physician Services program at Children's Mercy Kansas City in 1996, and currently am the senior liaison for our Physician Services team. As a liaison, I meet with referring physicians, coordinate meetings with Children's Mercy subspecialists and referring physicians, and coordinate meetings between Children's Mercy Administration and referring hospital administrators. Our team exhibits at local and regional physician meetings as well as national American Academy of Pediatrics and Pediatric Academic Societies meetings. I assist in orienting new Children's Mercy faculty as well as new pediatricians in the community. I represent Children's Mercy as a liaison to all community and regional providers and hospitals in keeping them informed about new programs and services Children's Mercy provides.

Why I would make a good candidate

I feel that I have a lot to contribute having been involved in Physician Relations/Services for 29 years. I love mentoring new liaisons and would love to help build the membership for AAPL. Over the last several years, I have been involved in developing a Kansas City Physician Liaison Alliance and would love to share the value of this alliance with others in the field of Physician Services/Relations.



Teri Mobley
Augusta University Health
Augusta, Georgia

Director of Outreach within the Department of Strategic Partnerships and Economic Development. Joined Augusta University Health in April 2010. Received an undergraduate degree at Georgia State University and her graduate degree in Mass Communications at the University of South Carolina. Mrs. Mobley leads a team of physician liaisons who visit community medical practices throughout Georgia and South Carolina. Strategic outreach visits are conducted to build strong relationships, provide education on complex care services, identify the needs of referring providers and remedy issues. She works extensively with senior leadership, the medical staff, and various clinical departments to ensure growth opportunities are identified, physician engagements are maximized, and obstacles to success are addressed.

Why I would make a good candidate

I love the physician relations field. I believe collaboration is a great way to help each other and propel messages. I want to help plan events and education so assist our field and continue a positive trajectory. I want to partake in a hands-on commitment. My strengths lie in my passion, communication, and experience.



Erica Monday
Arkansas Children's Hospital
Little Rock, Arkansas

Erica Monday is a seasoned Physician Liaison with over 18 years of experience in the field. Erica has been a member of AAPL since its inception and truly understands and supports the mission and vision of this group. Her passion for children's health is apparent as she works in Little Rock for Arkansas Children's system which includes Arkansas Children's hospital and Arkansas Children's Northwest. Bringing healthcare to children across the state, Erica covers the central Arkansas region working alongside referring providers, is involved in ongoing outpatient care committees, referrals/scheduling team meetings and most recently was a part of the team to create Arkansas Children's Care Network, the only pediatric clinically integrated network. Erica produces the monthly Referring Provider newsletter which is distributed statewide. She has passionate interest in autism research and advocacy. Erica enjoys community theater in her personal time.

Why I would make a good candidate

I have been a member for 18 years and planned conferences and managed membership. Not a charter member but joined shortly after to help form the organization.



Paula Murphy
St. Louis Children's Hospital
St. Louis, Missouri

The past 29 years I have worked at St. Louis Children's Hospital. I have been a physician liaison, manager of physician services and back to a liaison (my love) over the past 15+ years. Prior to that, I spent many years as a bedside nurse in the NICU and then as a heart transplant coordinator. As a new liaison, I participated in the Children's Hospital Corporation of America (CHCA), an organization of children's hospitals that collaborated across professional areas, including physician services. Each year there was a forum for pediatric physician liaisons, where best practices were shared, national speakers presented and most importantly networking occurred! This organization made significant changes 6 years ago and no longer held the forums. That is when I joined the AAPL.

Why I would make a good candidate

As a member of AAPL I have enjoyed meeting and working with "adult" liaisons, learning and being exposed to best practices across the industry. Within AAPL, I served on the membership committee and most recently have been a Board Member as secretary for the past two years. I am interested in continuing serving the AAPL board to share my years of experience, increase my professional involvement and add a pediatric voice to the organization.



Paola R. Pescara
Rush University Medical Center
Chicago, Illinois

Paola Pescara is the Associate Vice President for Strategic Outreach at Rush University Medical Center. Her areas of responsibility include the Physician Liaison Program, Rush International Health Services, Patient Special Services, Strategic Outreach and offsite developments including the Rush Stroke Telemedicine Network. Paola joined Rush in 2003 as Senior Director, Physician Development, overseeing faculty recruitment and physician relations. She launched the organization's first physician liaison program in 2004. The eight-member team supports service lines and offsite investments within the Rush System for Health. Prior to joining Rush, Paola's work included ambulatory practice management and referral development with SSM Health Care. She held leadership roles in referral development in both for profit and non-profit hospitals. Paola has served for 12 years on the Board of the Illinois Medical District Guest House Foundation and is on the faculty with Rush University in the College of Health Sciences, Health Systems Management program.

Why I would make a good candidate

I am a seasoned leader of physician liaison programs in AMC, community hospital, and system settings. I am a responsible, experienced board member interested in giving back to the Physician Liaison field. I am dedicated to advancing the profession.