



The American Association of Physician Liaisons is headed to the Live Music Capital of the World® - Austin, Texas for its next physician liaison Regional Networking Meeting. Scheduled for **Tuesday, February 21, 2017**, AAPL will host an energetic one-day meeting on physician relations strategies, tools, and best practices.

The AAPL is a peer-led organization, working hard to bring the best in professional development resources to your physician relations program. This meeting has been planned as a local resource for physician liaisons in the Texas and mid-south region. Join us for this meeting and connect with programs from your region to enhance your network of colleagues in AAPL.

We are proud to offer some of the top thought leaders in physician relations program development in this agenda and invite you to be part of our dynamic membership and take advantage of this outstanding educational opportunity.

Location

Doubletree by Hilton Hotel
6505 North Interstate 35
Austin, Texas 78752
512-454-3737

Registration

AAPL (active) Members - \$40.00 per person
Non-AAPL Members - \$75.00 per person

[Click Here to Register!](#)

Thank You to Our Regional Meeting Sponsor

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Tuesday, February 21, 2017

9:30 am – 10:00 am **Registration/Networking**

10:00 am – 10:05 am Welcome to the AAPL Regional Networking Meeting

James Finnen, AAPL President 2016-2017

Senior Physician Liaison

Baylor Scott & White Health

Austin, Texas

10:05 am – 11:00 am Leveraging Data to Drive Physician Liaison Success

Carrie Bennett, Vice President of Client Strategy

Marketware

Savannah, Georgia

The adoption of data-driven outreach is essential to achieve optimal impact through the most efficient utilization of time and resources.

- Understand what data can highlight splitter behaviors, referral network trends and market position
- Leverage technology to identify and prioritize physicians that represent the greatest opportunity for business growth
- Use data to demonstrate the value of your outreach efforts to leadership

11:00 am – 11:40 am **Game Changers for Your Referral Marketing Program**

Kristin W. Parker, Chief Executive Officer

Lexicon Medical

Austin, Texas

Marketing for referrals is tough, so arm yourself well with these truths to see your marketing program survive and thrive this year.

- Apply the **FORMULA** for marketing a medical practice
- Explore how to **CAPTIVATE** while you **EDUCATE** an audience
- Discover how to take your marketing calls to the **NEXT LEVEL**

11:45 am – 12:25 pm **Linking Sales Activities to ROI in Pediatric Healthcare**

Francisco Nava, Manager Physician Outreach

Children's Health

Dallas, Texas

In this presentation, participants will learn how to:

- List possible tactics for a successful service line marketing campaign.
- Identify meaningful metrics to support campaign objectives.
- Develop and communicate a result-oriented narrative for organizational leadership

12:30 pm – 1:15 pm **Luncheon – Best Practices Roundtable Discussion**

1:20 pm - 1:50 pm **From the Ground Up: A Brief Study of Launching the Practice of a New Physician**

Dr. Chantal Reyna, Assistant Professor Department of Surgical Oncology

University of Texas MD Anderson Cancer Center

The Woodlands, Texas

Ty Tillery, AAPL Member

Houston, Texas

While they are equipped to begin the practice of medicine, physicians who have finished their training aren't always similarly prepared to set about the business of building a practice. Even physicians who are well versed in the business of medicine, could often use a roadmap, paved with successful strategies aimed at establishing strong referral relationships. This discussion will identify some key areas undertaken in the planning, execution, and successful final results.

1:55 pm - 2:35 pm **Emerging Technology and Changes Coming to Healthcare**

Mike Millard, Innovation Consultant

Austin, Texas

How emerging technology is driving change and what this means to physicians, liaisons, providers, and patients alike. With all the various technologies coming into the healthcare - how do you keep up, which ones should you implement, and how does this affect my business moving forward.

2:35 pm – 3:15pm **How to Work Successfully With Physician Led Organizations**

John B. McWhorter, Chief Operations Officer

Baylor Scott & White Health

Dallas, Texas

3:15 pm **Final Remarks**

James Finnen, AAPL President 2016-2017

Senior Physician Liaison

Baylor Scott & White Health

Austin, Texas