AAPL Physician Liaison Demographics Survey 2013

Final Results

2013 AAPL Liaison Program Demographics Survey   SurveyMonkey

1. Which one of the following best describes your institution?

		Response Percent	Response Count
Academic Medical Center		26.8%	48
Academic Medical Center, Children's Hospital		8.4%	15
Children's Hospital		2.8%	5
Community Hospital		**32.4%**	**58**
Health System		25.1%	45
Outpatient Specialty Clinic		4.5%	8
		answered question	179
		skipped question	0

2. Which best describes the location of your primary institution:

		Response Percent	Response Count
Rural		16.8%	30
Suburban		**43.0%**	**77**
Urban		40.2%	72
		answered question	179
		skipped question	0

3. Approximately many physicians do you have on staff?

		Response Average	Response Total	Response Count
Faculty		575.87	44,342	77
Employed		481.67	52,020	108
Affiliated		345.78	20,747	60
Privileged		**592.54**	**50,366**	85
		answered question		134
		skipped question		45

4. How many patient care beds does your physician liaison program represent?

		Response Percent	Response Count
Less than 200		19.1%	33
200 - 400		**32.9%**	**57**
401 - 600		20.2%	35
601 - 800		11.6%	20
801 - 1000		7.5%	13
Over 1000		8.7%	15
		answered question	173
		skipped question	6

5. How do you currently define your physician liaison sales territories? Check all that apply.

		Response Percent	Response Count
By radius		17.6%	26
All clinics/docs on staff		19.6%	29
All physicians with privileges		17.6%	26
By cities/zip code		**36.5%**	**54**
By county		30.4%	45
By physician specialty		21.6%	32
By service line and geography		35.8%	53
Entire medical staff location		12.2%	18
Entire state		6.1%	9
Other (please specify)			13
answered question			**148**
skipped question			**31**

	Q5. How do you currently define your physician liaison sales territories? Check all that apply.	
1	employed physicians	Jun 17, 2013 7:21 AM
2	By independent & employed	Jun 13, 2013 9:12 PM
3	OTHER NON MED STAFF AS NEEDED	Jun 10, 2013 9:18 AM
4	There is only one person and I cover the territory	Jun 10, 2013 6:24 AM
5	Geography	Jun 7, 2013 8:16 AM
6	we're not on a sales-based model	Jun 7, 2013 8:09 AM
7	external referring physicians	Jun 7, 2013 6:49 AM
8	PHO/contract/closely aligned.	Jun 7, 2013 3:03 AM
9	By service line - each liaison is the "expert" for two and then updates the team so we all promote everything in the field	Jun 6, 2013 6:14 PM
10	Ontario, Canada, Ohio	Jun 6, 2013 5:38 PM
11	Service area borders two states. Each liaison has a state.	Jun 6, 2013 4:31 PM
12	we are still in beginning stages and this is added to my other role and it is just me	Jun 6, 2013 4:13 PM
13	Entire county	Jun 6, 2013 4:06 PM
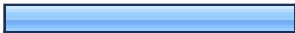
6. In MILES, provide the geographic region your physician liaison program covers in relationship to your institution:

		Response Average	Response Total	Response Count
Primary Physician Liaison Market		68.45	8,077	118
Secondary Physician Liaison Market		130.57	11,360	87
Other Market(s)		**146.63**	**3,959**	27
		answered question		119
		skipped question		60

7. How many community/referring physicians are in your physician liaison program's target market?

		Response Percent	Response Count
Under 2000		**64.6%**	**95**
2001 - 4000		17.7%	26
4001 - 6000		8.2%	12
6001 - 8000		2.0%	3
Over 8000		7.5%	11
		answered question	147
		skipped question	32

8. How many community/referring physicians does your physician liaison program visit?

		Response Percent	Response Count
Under 500		**43.6%**	**65**
501 - 1000		32.9%	49
1001 - 2000		14.1%	21
2001 or more		9.4%	14
		answered question	149
		skipped question	30

9. Your institution's physician liaison program reports to or is part of which department?

		Response Percent	Response Count
Administration		16.1%	23
Business Development		18.2%	26
Marketing/Public Relations		**28.7%**	**41**
Medical Director		8.4%	12
Physician Recruitment		2.1%	3
Physician Relations		14.7%	21
Regional Development		4.2%	6
Physician's Group		2.8%	4
Other		4.9%	7
Other (please specify)			13
		answered question	143
		skipped question	36

Q9. Your institution's physician liaison program reports to or is part of which department?		
1	Physician Outreach Department	Jun 17, 2013 10:44 AM
2	Medical Staff Services	Jun 17, 2013 9:16 AM
3	Management	Jun 14, 2013 6:33 AM
4	Medical Affairs Office	Jun 14, 2013 6:07 AM
5	VP of business and development	Jun 11, 2013 7:06 AM
6	Medical Staff Services	Jun 9, 2013 3:59 PM
7	Institional advancement	Jun 7, 2013 11:25 AM
8	& Physician recruitment	Jun 7, 2013 9:39 AM
9	Strategy and Development	Jun 7, 2013 7:22 AM
10	Physician Leadership	Jun 7, 2013 6:12 AM
11	Cardiovascular Center Administrative Director	Jun 7, 2013 5:43 AM
12	Planning Marketing & Communications	Jun 7, 2013 5:39 AM
13	Planning, Marketing, and Communications	Jun 7, 2013 3:21 AM

10. How many physician liaisons are in your program?

	Response Average	Response Total	Response Count
Full Time	**2.76**	**395**	143
Part Time	0.42	14	33
Managers/Directors	1.33	105	79
Administrative Support	1.02	50	49
answered question			146
skipped question			33

11. How many of your liaisons are in the field?

	Response Average	Response Total	Response Count
Liaisons in the field	**2.97**	**422**	142
answered question			142
skipped question			37

12. What is the average number of years experience for FTEs in your physician liaison program?

	< 1 year	1-3 years	3-7 years	7-10 years	10+ years	Rating Count
Clinical Program Director	15.0% (3)	5.0% (1)	30.0% (6)	10.0% (2)	**40.0% (8)**	20
Non-clinical Program Director	10.3% (4)	5.1% (2)	25.6% (10)	20.5% (8)	**38.5% (15)**	39
Clinical Manager	**28.6% (4)**	7.1% (1)	14.3% (2)	21.4% (3)	**28.6% (4)**	14
Non-clinical Manager	9.8% (4)	12.2% (5)	26.8% (11)	9.8% (4)	**41.5% (17)**	41
Clinical Liaison	12.2% (5)	12.2% (5)	**39.0% (16)**	12.2% (5)	24.4% (10)	41
Non-clinical Liaison	6.4% (7)	24.5% (27)	**29.1% (32)**	19.1% (21)	20.9% (23)	110
					answered question	138
					skipped question	41

13. What is the current total budget for your physician liaison program (excluding salaries)?

		Response Percent	Response Count
Under $200,000		**69.4%**	84
$200,000 - $400,000		20.7%	25
$400,000 - $600,000		5.0%	6
$600,000 - $800,000		1.7%	2
$800,000 - $1 million		0.8%	1
over $1 million		2.5%	3
		answered question	121
		skipped question	58

14. Indicate the salary range which best describes the positions within your program:

	<$40,000	$40-$60,000	$60-$80,000	$80-$100,000	>$100,000	Rating Count
Clinical Program Director	0.0% (0)	6.3% (1)	25.0% (4)	**37.5% (6)**	31.3% (5)	16
Non-Clinical Program Director	3.3% (1)	6.7% (2)	30.0% (9)	20.0% (6)	**40.0% (12)**	30
Clinical Manager	9.1% (1)	18.2% (2)	18.2% (2)	**45.5% (5)**	9.1% (1)	11
Non-Clinical Manager	3.1% (1)	25.0% (8)	25.0% (8)	**28.1% (9)**	18.8% (6)	32
Clinical Liaison	4.8% (2)	4.8% (2)	**71.4% (30)**	11.9% (5)	7.1% (3)	42
Non-Clinical Liaison	4.0% (4)	29.0% (29)	**53.0% (53)**	14.0% (14)	0.0% (0)	100
					answered question	134
					skipped question	45

15. Do you offer an incentive program for your liaisons?If yes, please describe.

		Response Percent	Response Count
Yes		23.6%	34
No		**76.4%**	**110**
	Please Describe		27

answered question	144
skipped question	35

	Q15. Do you offer an incentive program for your liaisons? If yes, please describe.	
1	Only incentive program available is for the sale of the EMR to private practice physicians; $$ per contract.	Jun 14, 2013 9:31 AM
2	Pay for performance to key organizational metrics; 20 % of mid-point of salary.	Jun 14, 2013 6:05 AM
3	Twice a year, up to 3% of salary, based on target metrics	Jun 14, 2013 5:49 AM
4	Incentive if target number of liaison visits/activities met per fiscal year.	Jun 12, 2013 12:46 PM
5	Commission Opportunity of 20% monthly salary if company meets new patient targets.	Jun 12, 2013 9:09 AM
6	Bonus based on imaging, therapy and surgery numbers (our three strategic initiatives)	Jun 10, 2013 2:25 PM
7	Bi-annual bonus based on number of physicians targeted, census goals met, surveys captured, etc.	Jun 10, 2013 7:08 AM
8	percentage based on increase in gross charges for target group of physicians. Must meet weekly visit requirement.	Jun 10, 2013 5:58 AM
9	Same as rest of management team--incentive tied to specific objectives	Jun 10, 2013 3:56 AM
10	Based on: physician Visits IP transfers from targeted counties IP transfers from territory	Jun 7, 2013 1:54 PM
11	Stipend for personal vehicle use and pay for performance structure	Jun 7, 2013 11:15 AM
12	Quartley Bonus	Jun 7, 2013 8:32 AM
13	Quarterly Bonus	Jun 7, 2013 8:32 AM
14	Calculated by number of cases and incentivized for meeting, exceeding 2.5% and exceeding 5% or more. Divided by service line. Imaging is broken down by modality.	Jun 7, 2013 8:21 AM
15	Bonus based on a percentage of referrals	Jun 7, 2013 7:22 AM
16	We are working to establish one.	Jun 7, 2013 7:04 AM
17	5% quarterly if certain goals are met.	Jun 7, 2013 6:07 AM
18	Based upon activities and referral generation	Jun 7, 2013 6:03 AM
19	Bonus	Jun 7, 2013 5:14 AM
20	Based on activity and hospital admissions	Jun 7, 2013 3:46 AM
21	N/A	Jun 7, 2013 3:06 AM
22	Securing employed physicians incentive given by size of the practice.	Jun 7, 2013 2:42 AM
23	% of salary at annual review	Jun 6, 2013 6:17 PM

Q15. Do you offer an incentive program for your liaisons?
If yes, please describe.

24	Based on goals community projects and overall performance	Jun 6, 2013 6:12 PM
25	Discretionary bonus	Jun 6, 2013 5:39 PM
26	Based on activity and growth	Jun 6, 2013 4:40 PM
27	Based upon both activites and referral change.	Jun 3, 2013 11:14 AM

16. Please list your geographical location:

		Response Percent	Response Count
Northeast		26.9%	39
Southeast		22.1%	32
South Central		9.0%	13
Midwest		**31.0%**	**45**
West Coast		11.0%	16
		answered question	145
		skipped question	34

17. When contacting a physician practice, who usually schedules your appointment with the physician?

		Response Percent	Response Count
Assistant/Front Desk Staff		4.3%	6
Office Manager		24.1%	34
Physician Liaison		**47.5%**	**67**
Do not schedule appointments/ I drop In		24.1%	34
		answered question	141
		skipped question	38

18. Please rank in priority the following criteria your program would use to schedule a meeting with a physician.

	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important	Rating Count
Number of referrals made by physicians to institution	0.7% (1)	6.5% (9)	10.1% (14)	**47.5% (66)**	35.3% (49)	139
Geographic location	2.9% (4)	13.1% (18)	29.2% (40)	**41.6% (57)**	13.1% (18)	137
Physician is new to the area	4.4% (6)	2.9% (4)	9.6% (13)	39.0% (53)	**44.1% (60)**	136
Physician is not referring to institution	3.0% (4)	11.1% (15)	31.1% (42)	**37.0% (50)**	17.8% (24)	135
Specialty of physician	2.9% (4)	8.6% (12)	19.4% (27)	**53.2% (74)**	15.8% (22)	139
Referral pattern	0.7% (1)	4.4% (6)	13.9% (19)	**46.0% (63)**	35.0% (48)	137
					answered question	139
					skipped question	40

19. Please indicate the frequency in which you meet with these professionals when in the field:

	Rarely	Sometimes	Often	Usually	Rating Count
Physician	5.7% (8)	**36.4% (51)**	34.3% (48)	23.6% (33)	140
Office Manager	0.7% (1)	12.1% (17)	**44.3% (62)**	42.9% (60)	140
Nurse	6.0% (8)	**37.3% (50)**	35.1% (47)	21.6% (29)	134
Other	10.1% (7)	20.3% (14)	**36.2% (25)**	33.3% (23)	69
				Other (please specify)	48
				answered question	140
				skipped question	39

	Q19. Please indicate the frequency in which you meet with these professionals when in the field:	
1	Referral Coordinator	Jun 17, 2013 10:48 AM
2	referral coordinator	Jun 17, 2013 7:23 AM
3	Referral Coordinator	Jun 14, 2013 1:17 PM
4	Referral Coordinator	Jun 14, 2013 11:33 AM
5	Front desk, schedulers, referral coordinators, etc	Jun 14, 2013 9:32 AM
6	Referral Coordinator	Jun 14, 2013 6:06 AM
7	admin	Jun 14, 2013 6:01 AM
8	Referral Coordinator	Jun 14, 2013 6:00 AM
9	Referral coordinators	Jun 14, 2013 5:52 AM
10	Midlevel providers	Jun 14, 2013 4:41 AM
11	Scheduling staff	Jun 13, 2013 9:30 PM
12	Referral Coordinator/Medical Home Coordinator	Jun 12, 2013 12:48 PM
13	Appointment Schedulers	Jun 12, 2013 10:49 AM
14	Referral Coordinators, MAs, PAs, NPs	Jun 12, 2013 9:11 AM
15	front desk staff/MA	Jun 11, 2013 12:24 PM
16	referral specialist	Jun 11, 2013 9:09 AM
17	Referral coordinator	Jun 10, 2013 8:04 AM
18	referral coordinator- MA	Jun 10, 2013 7:59 AM
19	Referral Specialist	Jun 10, 2013 7:53 AM
20	Referral Coordinator	Jun 10, 2013 6:34 AM
21	surgical coordinator, front desk	Jun 10, 2013 6:31 AM
22	Referral specialist and front office staff	Jun 10, 2013 6:16 AM
23	Referral Specialist	Jun 10, 2013 5:01 AM
24	Referral Coordinator (not sure what often versus usually means here)	Jun 9, 2013 7:52 PM
25	Administration C-suite	Jun 7, 2013 1:57 PM
26	MAs	Jun 7, 2013 1:34 PM
27	SURGICAL SCHEDULING COORDINATORS	Jun 7, 2013 1:26 PM

Q19.	Please indicate the frequency in which you meet with these professionals when in the field:	
28	Medical Assistant, Referral Coordinator	Jun 7, 2013 11:42 AM
29	Referral clerk	Jun 7, 2013 11:31 AM
30	office staff	Jun 7, 2013 9:42 AM
31	MA or RN	Jun 7, 2013 9:14 AM
32	Medical Assistant	Jun 7, 2013 8:35 AM
33	NP's , PA's, Referral coordinators	Jun 7, 2013 8:32 AM
34	MA. NP, PA	Jun 7, 2013 8:24 AM
35	Schedulers	Jun 7, 2013 8:22 AM
36	Referral Coordinator	Jun 7, 2013 7:45 AM
37	Other medical office staff/administrator	Jun 7, 2013 7:24 AM
38	referral specialist	Jun 7, 2013 6:39 AM
39	Referral coordinator	Jun 7, 2013 6:20 AM
40	Front office staff	Jun 7, 2013 6:07 AM
41	referral coordinator	Jun 7, 2013 6:02 AM
42	medical assistant	Jun 7, 2013 5:44 AM
43	Referral Coordinators; Schedulers	Jun 7, 2013 5:14 AM
44	referral coordinator	Jun 7, 2013 3:23 AM
45	Referral Coordinators	Jun 6, 2013 5:41 PM
46	Referral coordinator	Jun 6, 2013 4:43 PM
47	Referral coordinator	Jun 6, 2013 4:22 PM
48	Referral Clerk	Jun 3, 2013 11:52 AM

20. Provide your opinion of the most effective way to schedule a physician appointment.

	Least Effective	Slightly Effective	Moderately Effective	Very Effective	Most Effective	Rating Count
By Phone	3.0% (4)	5.2% (7)	29.6% (40)	**39.3% (53)**	23.0% (31)	135
By e-mail	6.5% (8)	15.3% (19)	29.0% (36)	**34.7% (43)**	14.5% (18)	124
By Fax	**90.3% (102)**	7.1% (8)	1.8% (2)	0.9% (1)	0.0% (0)	113
During visit	3.3% (4)	7.4% (9)	16.4% (20)	**36.9% (45)**	36.1% (44)	122
Dropping by Office	4.6% (6)	10.7% (14)	17.6% (23)	**45.0% (59)**	22.1% (29)	131
Direct mail/letter	**68.3% (82)**	20.8% (25)	8.3% (10)	1.7% (2)	0.8% (1)	120
					answered question	138
					skipped question	41
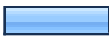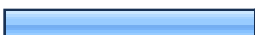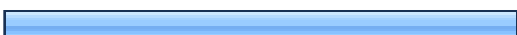
21. How frequently do you try to meet with the following:

	Monthly	Quarterly	Yearly	None	Rating Count
High referring physicians	**52.6% (72)**	40.9% (56)	5.8% (8)	0.7% (1)	137
Non-referring physicians	19.3% (26)	**51.9% (70)**	22.2% (30)	6.7% (9)	135
New physicians to area	**58.1% (79)**	33.8% (46)	5.1% (7)	2.9% (4)	136
Specialty physicians	33.1% (44)	**50.4% (67)**	12.8% (17)	3.8% (5)	133
Physicians who change referral pattern	**57.9% (77)**	36.1% (48)	3.8% (5)	2.3% (3)	133
				answered question	137
				skipped question	42

22. Rate the effectiveness of the following physician meeting/visit settings.

	Least Effective	Slightly Effective	Moderately Effective	Very Effective	Most Effective	Rating Count
Meeting with physician in their office	0.0% (0)	2.3% (3)	21.4% (28)	**49.6% (65)**	26.7% (35)	131
Meeting with physician during lunch	3.1% (4)	7.1% (9)	23.6% (30)	**46.5% (59)**	19.7% (25)	127
Meeting with physician and staff in office	0.0% (0)	3.8% (5)	26.9% (35)	**51.5% (67)**	17.7% (23)	130
Meeting with physician and staff during lunch	3.9% (5)	7.1% (9)	24.4% (31)	**37.8% (48)**	26.8% (34)	127
Dinner meetings with physician	8.0% (10)	12.0% (15)	**28.8% (36)**	28.0% (35)	23.2% (29)	125
Taking other physicians on meeting	2.3% (3)	3.1% (4)	9.3% (12)	26.4% (34)	**58.9% (76)**	129
					answered question	**131**
					skipped question	**48**

23. What information/materials do you present/pass along to physicians during an appointment? Check all that apply.

		Response Percent	Response Count
Clinical Information		77.1%	101
CME		61.1%	80
Physician Recruitment		15.3%	20
Hospital Access		60.3%	79
Referral Directory		76.3%	100
Practice Management		12.2%	16
Call Center		37.4%	49
Event information		70.2%	92
Hospital updates		77.1%	101
Marketing materials		**87.8%**	**115**
New announcement cards		59.5%	78
Service lines		70.2%	92
Other (please specify)			5
answered question			131
skipped question			48

Q23. What information/materials do you present/pass along to physicians during an appointment? Check all that apply.

1	Appointment Scheduling & EMR info	Jun 12, 2013 10:52 AM
2	New Staff. New Clinic Openings. Always referral pads.	Jun 12, 2013 9:16 AM
3	cash price list,	Jun 10, 2013 9:28 AM
4	Invites to events	Jun 7, 2013 8:27 AM
5	contact cards	Jun 7, 2013 5:23 AM

24. What is the average length of time of your typical physician meeting/appointment?

		Response Percent	Response Count
Under 5 minutes		6.9%	9
5 to 15 minutes		**55.7%**	**73**
15 to 30 minutes		29.0%	38
30 to 60 minutes		8.4%	11
	answered question		131
	skipped question		48

25. Which metrics are used to measure the effectiveness of your physician liaison program? Check all that apply.

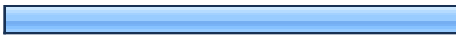|		Response Percent	Response Count
Number of referrals to institution from physicians whom liaisons have visited		**69.9%**	**86**
Revenue from referrals to institution from physicians whom liaisons have visited		41.5%	51
Number of liaison visits made in a time frame		68.3%	84
Payer mix of patients referred to institution from physicians whom liaisons have visited		13.0%	16
Calls into call center from physicians whom liaisons have visited		17.1%	21
	answered question		123
	skipped question		56

26. Please rate the effectiveness of the following liaison program marketing/promotion ACTIVITIES performed by your organization to external physicians and their practices.

	Least Effective	Moderately Effective	Most Effective	N/A	Rating Count
Introductory meeting with new physicians	2.3% (3)	20.2% (26)	**73.6% (95)**	3.9% (5)	129
Provide program reports to internal physicians	11.6% (14)	**48.8% (59)**	17.4% (21)	22.3% (27)	121
Provide program reports to hospital leadership	12.3% (15)	**38.5% (47)**	36.1% (44)	13.1% (16)	122
Meet with clinical business managers about program	8.1% (10)	**44.7% (55)**	37.4% (46)	9.8% (12)	123
				answered question	**129**
				skipped question	**50**

27. Please rate the effectiveness of the following liaison program marketing/promotion ITEMS offered by your organization to external physicians and their practices.

	Least Effective	Moderately Effective	Most Effective	N/A	Rating Count
Physician Directory	2.4% (3)	27.8% (35)	**65.1% (82)**	4.8% (6)	126
Program Brochures	7.0% (9)	**56.3% (72)**	36.7% (47)	0.0% (0)	128
Attend local physician trade shows	28.6% (34)	**35.3% (42)**	7.6% (9)	28.6% (34)	119
Newsletters/Magazines	21.8% (26)	**52.9% (63)**	18.5% (22)	6.7% (8)	119
Web Sites	16.8% (20)	**54.6% (65)**	21.0% (25)	7.6% (9)	119
Web-Based Medical Records	10.3% (12)	33.6% (39)	**43.1% (50)**	12.9% (15)	116
				answered question	**129**
				skipped question	**50**

28. Which tracking/reporting software is used by your program?

		Response Percent	Response Count
ACT		6.8%	8
CPM HealthGrades		1.7%	2
Crimson		**20.5%**	**24**
Evariant/HealthConnect		3.4%	4
LVM		1.7%	2
Marketware		18.8%	22
Microsoft CRM		8.5%	10
SalesForce.com		14.5%	17
SalesLogix		1.7%	2
In-House Built		7.7%	9
Do Not Use A PRM		14.5%	17
Other (please specify)			15
	answered question		**117**
	skipped question		**62**

	Q28. Which tracking/reporting software is used by your program?	
1	Goldmine until upgrade to Microsoft is completed this calendar year.	Jun 17, 2013 8:03 AM
2	Switching to Salesforce from Crimson	Jun 13, 2013 9:19 PM
3	We are trialing Crimson at the moment	Jun 13, 2013 12:37 PM
4	Also work with Evariant/HealthConnect	Jun 12, 2013 9:16 AM
5	Just getting started with Crimson - site not yet built	Jun 10, 2013 4:00 AM
6	i HAVE MY OWN EXCEL SPREADHSEETS; THAT'S IT!	Jun 7, 2013 1:31 PM
7	Goldmine	Jun 7, 2013 11:38 AM
8	Piloting Crimson but have been using sales force	Jun 7, 2013 9:19 AM
9	Gold Mine	Jun 7, 2013 8:53 AM
10	Varian	Jun 7, 2013 7:53 AM
11	Goldmine	Jun 7, 2013 6:49 AM
12	EPIC	Jun 7, 2013 5:53 AM
13	Not religiously used	Jun 6, 2013 8:10 PM
14	Maximizer	Jun 6, 2013 5:20 PM
15	Goldmine	Jun 6, 2013 4:11 PM

29. Is there anything you have found to be extremely effective or unique about your physician liaison program?

	Response Count
	32
answered question	**32**
skipped question	**147**

Q29. Is there anything you have found to be extremely effective or unique about your physician liaison program?

1	I work with the office/practice managers with offices. Keep them informed of happenings at the hopsital in addition inform them of things that are communicated with the physicians. Hold programs for office managers and staff, etc.	Jun 17, 2013 9:19 AM
2	We schedule the appointments directly for our employed Medical Group physicians - access is not a barrier.	Jun 14, 2013 5:55 AM
3	Information Technology position recently added to Physician Relations dept with a focus on "IT" needs for community providers.	Jun 14, 2013 4:45 AM
4	We are doing more IT & EMR related projects	Jun 12, 2013 10:52 AM
5	The goal is for our PLs to be an extension of the Physician and their practice vs. an extension of Proaxis. We continually advocate on the behalf of the MDs even when it may not directly align with company goals. It is our job to authentically represent our MDs as if they were present in the conversation.	Jun 12, 2013 9:16 AM
6	I have quarterly Office Managers luncheons at the hospital to impart information and promote services. Also do quarterly new & retireing physcian receptions after hours in our medical office building atrium.	Jun 10, 2013 9:28 AM
7	Relationship Building has been my key success. We have never had a PL program; therefore, I have had to build from the ground up.	Jun 10, 2013 8:28 AM
8	1) Bi- monthly meeting with Physician Recruitment. 2) Play an active role in Physician Orientation. 3) Monthly meeting with hospital employed physician administrator.	Jun 9, 2013 4:26 PM
9	Info sharing within our liaison team, easier to trend growing issues, fine-tune our messaging and give each other moral support!	Jun 7, 2013 1:42 PM
10	100% Support from C-Suite	Jun 7, 2013 11:52 AM
11	Field visits w clinical focus move the relationship forward	Jun 7, 2013 9:19 AM
12	The ability to solve physicians and office staff concerns really opens up a trusting relationship which allows me to be effective in visiting their office.	Jun 7, 2013 8:40 AM
13	Having an open door policy to the whole hosptital including admin, nursing, committees, and physicians.	Jun 7, 2013 8:39 AM
14	Hosting CME/CNE events for PA's & NP's	Jun 7, 2013 8:27 AM
15	Knowledgeable liaisons, know the service lines inside and out. Relationships with schedulers from our organization and the physician offices. Trouble shooting and issue resolution (rapid), marketing of medical records (EMRs) and PACS for imaging results. Quality of organization and engaged CEO who rides along with Director monthly.	Jun 7, 2013 8:27 AM
16	We are not on a sales based program so it's been a challenge to track our efforts to show that we're an effective Physician Liason Team and how we're bringing in revenue to the system.	Jun 7, 2013 8:18 AM

17	The one on none with physicians has been the most effective way of reaching out.	Jun 7, 2013 7:53 AM
18	Our comprehensive onboarding program has been well received by new physicians.	Jun 7, 2013 7:29 AM
19	Collaboration of all of the liaisons as well as coordination of meetings with physicians and liaisons so that everyone is not visiting the offices at the same time and we all know what we are all doing. We have an Outreach Committee that I formed here and we meet quarterly to discuss needs, issues etc.	Jun 7, 2013 7:27 AM
20	Our hospital has affiliate relationships with hospitals which has helped build relationships with the medical staff of the affilate hospital.	Jun 7, 2013 6:49 AM
21	I created a "Physician Practice Connection" website for the office managers/physicians. A very streamlined site to ease their interaction with the hospital. It includes re-appointment shortcut, newsletters, CME's available, forms, etc. It has been extremely successful - I think due to simplicity.	Jun 7, 2013 6:14 AM
22	Survey is too long, several of the questions were not clear.	Jun 7, 2013 6:08 AM
23	This survey is way too long!	Jun 7, 2013 6:00 AM
24	We host an bi-annual breakfast program for practice managers/billers (some physicians attend as well) The program has grown significantly in 6 years. At our first program we had 11 attend from the community. At our June 2013 event we had 170. The topics at the breakfast is different each time.	Jun 7, 2013 5:48 AM
25	Constant contact on a variety of fronts and strategic location of your physician liaison office with the hospital, meaning physicians can locate liaison easily.	Jun 7, 2013 4:42 AM
26	No	Jun 7, 2013 3:15 AM
27	Weekly staff meetings with entire team.	Jun 7, 2013 2:47 AM
28	Experience and knowledge of medical staff	Jun 6, 2013 8:10 PM
29	We have just grown by 2 FTEs so looking forward to covering more territory	Jun 6, 2013 6:21 PM
30	Relationships built resolve issues easier	Jun 6, 2013 5:20 PM
31	Professional experience Follow up Appreciation notes Thank you for time	Jun 6, 2013 4:35 PM
32	Collaborative efforts and ability to build the program	Jun 6, 2013 4:11 PM