

# Call for Speakers Topic List

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**Note: Bold text indicates an area of focus for the 2019 conference.**

## Leadership Development

- **Mirrored Session – What Liaisons Really Want From Their Managers” and “What Managers Really Want From Their Liaisons”**
- **Internal Branding of Your Liaison Program**
- **Data Driven, High Performing Teams – How to Effectively Use Your PRM Tool to Lead Your Team?**
- **Generational Leadership**
- **Uncovering Hidden Opportunity by Engaging Physicians – Asking deeper questions with physicians and others**
- **Prioritizing Outreach Activities & Messaging**
- **Transitioning Provider Outreach Teams to Support Value Base Care**
- Developing Physician Liaison Talent
- Orientation Templates for New Liaisons
- Managing Bonus Expectations
- Hiring Smart
- Earning a Seat at the Table
- **Motivating Your Team**
  - **Keeping Your Team Motivated in the Field**
  - **How to Inspire, Motivate & Empower Your Team**
  - **Meaningful Measurements to Motivate Your Team**
- Skills Managers Will Need in 2025
- **Tips to Effectively Coach Employees – Giving Advice, Mentoring & Delivering Feedback**
- Effective Goal Setting
- Performance Review Standards
- ROI & Dashboards: Tracking, Reporting & Measuring Impact
- Quantifying the Value of Your Team
- Reporting Structure Trends
- Empathy – The Standout Leadership Skill

## Physician Communication & Onboarding

- **The Art of Influencing a Doctor’s Behavior – x2 (How to train your doctor)**
- **Physician Engagement**
- **Physician Communication Strategies**
- **Driving Change with Physicians**
- **New & Existing Physician & Practice Marketing – Unique Strategies**
  - How are tiers developed
- Recruitment, Retention & Onboarding
- Forging Strong Relations with Doctors – Do’s and Don’ts
- Physician Engagement – Physician Liaisons role

## Physician Relations & Sales

- Referral Development
  - Referral Leakage & Keepage
  - Engaging Advanced Practice Providers
- Sales Tactics & Management
  - Making Your Way Past the Gate Keeper
  - Developing Relations vs. Networking
  - Time Management

- Working with Different Personalities
- Developing Relationships with Your Competition
- Physician Communication & Engagement
  - **Unique Physician Engagement & Messaging Strategies – Landing appointments and meetings**
  - Our Role in Beating Physician Burnout
  - Unique Physician Communication & Education Ideas
  - Effective Physician Communication Strategies
- Stark Law Review
- Getting the C-Suite Onboard
- Physician & Liaison Outreach – Best Practices
  - Top 3 things productive liaisons do consistently
  - Outreach Models Based on Geographic Primary & Secondary Service Areas
    - Urban vs Rural
    - State vs National Market
  - Rural Health Care Strategies
  - Successful Service Line Strategies
  - Fresh Strategies to Promote Existing Services
- **Evolution of the Physician Liaison/Relations Role**
  - **Understanding Network Development, Alignment & Growth terms including Narrow Networks, ACOs, provider-sponsored health plans, mergers with large payer/provider organizations and tiered health plans**
  - **Improving Access, Convenience & Service**
  - **Accountable Care & Population Health Models**
    - How to be effective in the Population Health Environment
    - Using Your Talents to Support Network Development
  - Supporting Telecare & Retail Strategies
  - Increasing Your Presence in Post-Acute Care Facilities
  - Adapting to New Payment Models (Examples: Bundled Payments, etc.)
  - Changing Role of ACOs & Clinically Integrated Networks - How Will Physician Liaisons Support This Work?

## Analytics, Data & Measurement

- **Executive Reporting – Sifting Through the Data and Learning How to Tell Your Story**
- **Epic & EpicCare Link & the Role of the Physician Liaison – Best Practices**
  - Hyperspace Provider Support
  - EpicCare Link Implementation and Structure, Program Development & Ongoing Support
  - Epic Data & How It Can Be Used By The Liaison Team
  - **Automating Reports in Epic – Using data to support outreach initiatives**
  - **Best practices – How liaison teams are using this information?**
- Excel Training to Improve Reporting Capabilities
- Comparing Quality Among Physicians – Learning More About Your Competition?
- Business Intelligence
- PRM: Best Practices and Advanced Strategies
  - Non-Vendor Comparison of PRM Tools
- Leveraging Data to Advance Business Development Initiatives
  - What Data Should You Be Using and Who Can You Work With to Gather This Information?
- Changing Role of Technology in the Physician Relations Duties (Example: Referral Applications, Electronic Referrals, Health Information Exchanges, Paperless Marketing)

## Facility Specific Best Practices & Unique Outreach Strategies:

- **Academic Institutions**
- **Community Hospitals**
- **Children’s Hospitals**
- **Independent Physician Practices**