



MEMBERSHIP OVERVIEW

*The Only Professional Network **Powered by & Developed for** Physician Liaisons*

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The goal of the American Association of Physician Liaisons (AAPL) is twofold: to bring together those actively engaged in physician liaison activities in academic and acute care medical centers, community and children's hospitals, and independent, free-standing facilities and to advance the art of physician and health care provider relationships through the provision of educational programming, professional development, shared resources, and networking opportunities.

AAPL provides members with unique opportunities and resources to succeed in their roles. Since its incorporation in 2002, AAPL has grown to more than 500 members representing nearly all 50 states. AAPL is excited about the new resources and opportunities being developed for 2022-2023 and the existing resources offered to all members.

Learn more about our organization in the following slides.

We hope you and your team choose to join us!





MEMBERSHIP

- ▶ Nearly 450 members from 42 states
- ▶ **Members include:**
 - ❖ Physician Liaisons
 - ❖ Vice Presidents of Physician Relations
 - ❖ Hospital Sales and Marketing Team Members
 - ❖ Business Development Liaisons
 - ❖ Directors of Business Development
 - ❖ Directors of Referral Development
 - ❖ Business Development Managers
- ▶ **Membership Representation:**
 - ❖ 41% Academic Medical Centers
 - ❖ 30% Community/Private Hospitals
 - ❖ 11% Children's Hospitals
 - ❖ 7% Specialty Medical Groups
 - ❖ 11% Free Standing Medical Centers

MEMBERSHIP BENEFITS

- ▶ Networking opportunities with colleagues across the country
- ▶ Education & Professional Development
- ▶ Liaison Connect Mentorship program
- ▶ Benchmarking Survey
- ▶ Online Resource Center
- ▶ Updates on physician liaison-related issues
- ▶ Special interest groups
- ▶ Leadership and professional development resources

LIAISON CONNECT MENTORSHIP PROGRAM



Connecting New Liaisons, Experienced Liaisons and Liaison Leaders

AAPL provides a complimentary Mentorship Program for its members.



Develop Mentor/Coaching Skills

Depending on your needs, you can teach, or you can learn, but all networking activities point toward achieving AAPL and individual goals.



Develop Talent by Sharing Your Experiences

Provide support by becoming a mentor or learn by teaming with a seasoned liaison to help you navigate the road to success.

EDUCATION

- ▶ **Community Chats**
 - ▶ Virtual calls to talk through challenges and best practices
- ▶ **Webinars**
 - ▶ Complimentary webinars
 - ▶ Access to webinar archives
- ▶ **Annual Conference & Regional Meetings**
 - ▶ Discounts on the Annual Conference and Regional Meetings
 - ▶ Access to past conference handouts
- ▶ **Speakers Bureau**
 - ▶ Present at an upcoming AAPL event
 - ▶ Feature your institution's leaders and best practices at a national level
- ▶ **Leadership Institute Certificate Program**
 - ▶ Access to professional development course at a discounted price



RESOURCE LIBRARY & COMMUNICATION



- ▶ Job board - Member institutions can post at no charge
- ▶ Benchmarking Survey
- ▶ Resource library includes:
 - Sample job descriptions
 - Tips for Outreach Coaching; Service Line Discussion Prep; Orientation Manual Guide; Pre-Call Planning Worksheet
 - AAPL Manager/Director 2022 Needs Assessment Summary
 - Onboarding checklists, tools and best practices
 - Job openings for those interested in changing jobs or locations
 - Archived webinar recordings
 - Past and current conference and regional meeting materials
- ▶ Real-time membership directory searchable by name, city, state, facility type and more
- ▶ Weekly newsletter to communicate upcoming events, trending liaison topics, new liaison resources, etc.

LEADERSHIP INSTITUTE CERTIFICATE PROGRAM

AAPL has selected two exceptional programs from a series of online leadership courses facilitated by organizational and leadership experts at ASCP.

The two tracks are outlined below at a discounted price.

Track 1: Personal Growth

Track includes modules on:

- Mastering Time Management
- Listening with a Purpose
- Myers-Briggs Type Indicator (MBTI)
- Decoding the Multi-Generational Generation
- Driving Organizational Change
- Stress Analysis and Coping Resources
- Discovering Your Own Diversity
- Leading with Emotional Intelligence
- Burnout: Prevention, Management, and Resources

Track 2: Team Effectiveness

Track includes modules on:

- Conflict Resolution and Prevention
- Team Dynamics
- Organizational Savvy
- Groupthink and the Abilene Paradox
- Priority and Goal-Setting Techniques
- Behavioral-Based Interviewing and Onboarding
- Collaborative Performance Communication
- Creating a Coaching Culture
- Increasing Collaborative Effectiveness with Everything DiSC Workplace

JOIN US

- ▶ Annual Individual Membership
 - ▶ \$185.00 (USD)
 - ▶ Subscription period: 1 year
 - ▶ No automatically recurring payments
 - ▶ Membership application: Click [HERE](#)
- ▶ Annual Group Membership rates are available.
 - ▶ Please contact the office at:

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