



**Marlana K. Beck, MPA**

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**Tell us about yourself and why did you choose this type of work?**

I always knew I wanted a career in healthcare. My childhood best friend's aunt was CAO of a large children's hospital in Atlanta and I found myself intrigued with her career. Although starting my education as pre-med, it didn't take long to know I was interested in more of the administrative and business side of healthcare.

**What motivated you to seek this career?**

I truly enjoy bridging our institution with external providers and feel it is incredibly valuable to the sustainability of our mission and vision.

**Describe some of your most important/proudest accomplishments?**

My proudest accomplishment has been leading my team through considerable change. When I came on board morale was low and strategy was haphazard. With the help of incredible mentors and leadership, I can say my team functions more like a family than just colleagues. It has been rewarding to see them grow personally and professionally.

**What motivates you in your current position?**

Bridging external providers to those in our organization. Historically, to a degree, we have had an ivory tower reputation. It is motivating to see perceptions changed and barriers removed.

**What are your biggest challenges to working in this field?**

Competition is fierce! Everyone is racing to have the latest and greatest. Just a few years ago innovative technology and advanced procedures were only available at selected institutions. Now patients and referring physicians have several options and when quality and reputation are considered equal, relationships are key!

**What professional groups are you a member of, and how active have you been in those groups?**

Healthcare Marketing and Physicians Strategy Summit



### **Why are you a member of AAPL, how long, what do you like about AAPL?**

I have been a member of AAPL since 2012 and enjoy the opportunity to network with incredible professionals that offer insight on their trials and triumphs. It is reassuring to know some of the obstacles I encounter are also experienced by others.

### **How do you engage in professional development and continue your education?**

I enjoy viewing webinars, along with speaking at and attending conferences.

### **What motivates you to put forth your best effort?**

Working for a world renowned healthcare institution is extremely motivating to me. The contributions to patient care, education and research are significant and I feel motivated to extend Mayo Clinic's reach in every way possible.

### **What things give you the greatest satisfaction in your job?**

Besides seeing an uptick in referrals and their downstream impact, I enjoy coaching and mentoring my team.

### **If you had a personal mantra, what would it be?**

Karma. It's real!

### **In what ways are you are making a contribution to your health system, hospital or physicians in your region?**

Over the past year we have formalized a multidisciplinary case discussion series with community providers. This has given our providers the opportunity to collaborate with external providers in a collegial, academic way that I believe will have an impact on the quality of patient care given in our region.

### **What advice do you have for your colleagues who may be contemplating a career as a physician liaison or a move to a related-position?**

Being a physician liaison requires a certain skill set that not everyone has! Successful liaisons are incredibly organized, self-sufficient, poised, professional, articulate and outcome driven. They have to tackle difficult conversations and must be committed to constantly learning about not only their organization but more importantly the market in which they are competing.

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