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

I was born in San Francisco California then moved to Texas to earn my MBA years ago. My wife Elsa and I have two daughters and we just got a Pomeranian. I am passionate about helping others. This role allows me to leverage my strengths.

What motivated you to seek this career?

My wife was seriously ill and I experienced first-hand the power of amazing medical care. After working for many years in high tech with IBM, I was looking to find a something that had deeper impact on people's lives vs. just the bottom line.

Describe some of your most important/proudest accomplishments?

I improve overall physician satisfaction by helping to streamline our referral process. I also enjoy providing actionable market analysis to our leadership.

What motivates you in your current position?

I like finding new and innovative ways to overcome objections and challenges. Having a super manager and great teammates motivates me. Also getting a chance to meet and work with a diverse group of people each day is fun.

What are your biggest challenges to working in this field?

Change – getting people to see and appreciate the benefits of new processes, new doctors to refer to, etc.

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

I am a member of the National Forum for Latino Healthcare Executives (NFLHE). I am currently the President of the American Association of Physician Liaisons (AAPL). I also like contributing to our AAPL LinkedIn group.



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

I enjoy being a part of a dynamic and growing community of people focused on physician relations. I have been a member since 2010. The wealth of knowledge and positive attitude of those who are part AAPL is amazing.

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

I am lifelong learner who loves to understand the big picture. Getting support from my manager helps, but I am constantly looking for local events and on-line educational opportunities to grow.

Who or what in your life would you say influenced you most with regard to your career objectives?

I'd say my family influences me a lot with my career objectives. While working hard is part of any job, the opportunity to spend time with them is very important to me.

What motivates you to put forth your best effort?

Putting forth your best effort day in and day out is the only way to establish credibility and trust. My desire to be successful and valuable to others drives me to do this.

What things give you the greatest satisfaction in your job?

Coming through for people in ways they didn't expect or anticipate. Making new and meaningful connections between providers is also gratifying. Ultimately getting patients seen in a timely and effective way is what it is all about.

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

Think big, act with purpose and always move forward.

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

I contribute at both a strategically and tactically level to grow our scope of services and improve our ability to serve the Austin/Round Rock region. It can be anything from on-boarding new doctors or developing new service opportunities.



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?

Understand and appreciate all the people you deal with. Be an empathic listener and figure out how to help others. Go the extra step to find solutions for their latent needs too.

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