

3rd Annual Physician Liaison Summit- Midwest

Tuesday, August 9, 2016

7:00 am

Summit Registration and Morning Coffee

8:00 am

Welcome Address: Global Center for Health Innovation

8:05 am

Chairperson's Welcome and Opening Remarks

Cynthia B. R. Zelis, MD, MBA
Vice President, Clinical Integration
University Hospitals of Cleveland

8:15 am

Leverage Technology to Improve Physician Outreach and Integration Efforts

The digital physician is coming. In recent years there has been a steady adoption of health information technology and digital communication by physicians. With the rise of the "social physician," successful physician relations programs should integrate a number of elements including digital communication and social networking platforms.

- Understand that digital tactics are an opportunity to leverage content across multiple platforms
- Discuss how to make digital content a central element to your marketing program
- Learn how to improve physician engagement through social networks
- Explore different tactics that can be leveraged such as mobile apps, and online persona videos

Rhonda Allen-Scott
Senior Physician Liaison
University Hospitals of Cleveland

Julie Ersepke
Senior Physician Liaison, Clinical Integration
University Hospitals of Cleveland

9:00 am

Understand the Balance between Digital and Face-to-Face Outreach

Digital technology has improved physician outreach efforts, but there are still only 24 hours in a day therefore successful liaison programs need to balance technology and in-person encounters in order to maximize and meet outreach goals. This session focuses on real-life problem solving and interactive discussion to understand and begin to engage physicians where they are.

- Discuss how the physician's role in health care decisions is evolving and the influence digital technology has on those decisions
- Understand what content physicians are looking for and what message they pay attention to
- Learn how to make content relevant and trusted

Deborah Scheetz, MSc
Director, Professional Outreach/Physician Relations
Affinity Medical Center

9:45 am

Improve Physician Reputations by Managing Online Presence

The number of patients who find their physicians through social media is on the rise, making it absolutely necessary for physicians to manage their online reputations. Yet, data shows not all physicians are currently managing their online reputation; twice as many physicians in their 30's actively manage their online reputation compared with physicians in their 50's and 60's. Since patients are more active in their health care choices, it's important for liaisons to make sure physicians' reputations are well managed in order to stay competitive in the market and drive organizational success.

- Discuss how social media can be used to provide physician information to influence patients' choice in providers
- Identify ways to convey to physicians that long-standing practices do not speak for themselves
- Develop strategies for improving online presence
- Learn strategies for managing physicians' online reputations on sites such as Healthgrades and Rate MDs

Adrienne Boissy, MD, MA
Chief Experience Officer
Cleveland Clinic

10:30 am

Networking and Refreshment Break

11:00 am

Integrate Digital Marketing Strategies into Traditional Outreach Methods

Online marketing will account for 35% of overall marketing budgets this year, reports say. With search engine marketing and online display advertising making up a majority of digital budgeting spend, the influence of digital marketing in the health care industry cannot be denied. Health systems are beginning to leverage digital marketing tactics to supplement traditional outreach strategies with a goal of increasing referrals and boosting ROI.

- Discuss how to use digital tactics to enhance marketing strategies
- Understand the benefits of integrating consumer and physician marketing initiatives
- Learn how leveraging digital strategy increases patient and physician engagement leading to a higher ROI

Carol S. Marshall

Executive Director, Referral Marketing, Customer Insights and Analytics
The University of Chicago Medicine & Biological Sciences

11:45 am

Discover Strategies for Improving Access to “Out of Network” Referring Physicians

Changes in geographical markets and increasing competition are just a couple of factors that pose challenges to “out of network” liaisons when it comes to accessing and engaging referring physicians. Navigating these challenges requires innovative approaches to proven strategies. Learn how one organization navigates the increasingly rigid referral environment in the era of ACO and ACA consolidation.

- Understand market relationships and uncover physician needs
- Learn effective behaviors that provide access to decision makers and influencers
- Create value by creatively addressing practice needs with tools and resources
- Overcome challenges associated with generating referrals across large regions and organizations

Cristy Gallegos, BHA, CPCS

Manager, Physician Relations, Medical Staff Development
Advocate South Suburban Hospital

James A. Munz, MHA, MT(ASCP)

Regional Director, Physician Relations/Medical Staff Development
Advocate Christ, South Suburban, and Trinity Hospitals

12:30 pm

Luncheon

1:45 pm

CASE STUDY: Improve Physician Retention through More Effective On-Boarding

Losing a physician is painful. The cost of replacing a lost physician can be in excess of \$250,000. While it is nearly impossible to retain every physician, having a strong physician on-boarding program can greatly effect physician satisfaction and retention. In this session, discover best practices for integrating new providers into your hospital or health system.

- Develop a successful integration plan
- Learn how to address the short- and long-term needs of new hires
- Discuss how to build an on-boarding team and who the integral members are

Casey Liddy

Vice President, Physician Services
Christ Hospital Health Network

2:30 pm

Enhance Your Physician-Hospital Alignment Strategy to Improve Physician Satisfaction

Physicians today are threatened by imperiled practice economics and the uncertainty of the accountable care environment. Hospitals and health systems are now under pressure to form stronger, deeper relationships with physicians to prosper under emerging risk-based payment systems. Systems that were once unconcerned with physician loyalty may need to act now or miss opportunities for physician alignment.

- Understand the signs that an alignment strategy is needed
- Discuss how to incentivize physicians to align with your networks
- Learn how to develop the right alignment strategy for your health system

Leslie Schwarting

Senior Director, Physician Collaboration
Mercy Medical Center

3:15 pm

Networking and Refreshment Break

3:45 pm

Implement Effective Strategies to Boost Physician Retention

Physicians play a central role in shaping the increasingly competitive environment in which hospitals operate. With the growth in demand for medical care likely to continue to intensify physician retention must be a priority.

- Discuss how to overcome the challenges of building effective hospital physician relationships
- Learn how hospital-physician relationships impact quality of provided care, financial performance, and cost-effectiveness of health care delivery
- Discuss the attributes that make your organization most attractive to physicians
 - Economic attributes
 - Relational attributes
 - Professional attributes

Kathy Gresham, DASPR
 Director, Physician Relations
 New Hanover Regional Medical Center

4:30 pm

PANEL DISCUSSION: Determine the Most Effective Organizational Structure for your Health System

Every health system operates under a different organizational structure. Whether your organization is oriented geographically, by service line, or a hybrid of both, this panel provides the opportunity to discuss the benefits and challenges of all the models.

Geographically Oriented	Service Line Oriented	Hybrid
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Moderator:

Jason Lansdale
 Senior Physician Liaison
 University Hospitals

Panelists:

Susan Piccirilli, MBA
 Senior Outreach Liaison
 UPMC Health System

Robert Simsick
 Senior Physician Liaison- Comprehensive Cancer Center
 University of Michigan Health System

5:30 pm

Cocktail and Networking Reception**Day Two >>****About World Congress**

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