

PHYSICIAN AND HOSPITAL RELATIONSHIPS THAT WORK

Systematically bridge the gap between physicians and hospitals to build trusting relationships that provide long-term strategic growth and success.

Physician-Hospital Relations (PHR)

Employ a data driven, systematic, and structured approach to increase service line and specialty referrals through direct, strategic sales calls on physicians and other referral sources.

This program is proven to move market share to increase top line revenue and bottom line results creating measurable return on investment of over \$1 million per hospital in the first year. PHR proprietary growth drivers include:

Growth Teams

Rapidly identify strategic growth and alignment opportunities, using Lean methods to solve access and capacity challenges.

Service Line Blitz

A 12-week Service Line Blitz can produce a measurable lift in referrals to your organization in a short period of time, while establishing new referral habits that can be sustained over the long-term.

Physician Outreach and Patient Navigation

Work collaboratively with referring physicians and specialists at smaller hospitals and regional referral sources. Incremental volume grows when patients and their providers know what is available closer to home.

New Provider onboardPLUS+

Achieve faster productivity combined with reduced vacancy rates and lower replacement costs. Effective onboarding - plus navigation, engagement and retention - of physicians and advanced practice providers can produce a return on investment exceeding \$1 million per physician per year.

Your program will be sustainable because our short-term engagement focuses on teaching your team what it takes to make the program successful over the long term.

Sales Training, Strategy Retreats and Speakers

Protect and grow market share, and see a timely return on investments in service lines. Our "Make it Matter" training program empowers your team to perform at a higher level, using the valuable skill of consultative selling.

Access the experience, skills and objectivity that will help you achieve your organization's strategic planning and development goals. Our team includes a physician mentor and former healthcare operating executives who are credentialed with post-graduate degrees and certifications in healthcare administration, Lean methods and professional development.

WHAT OUR CLIENTS SAY

"The transformation has been remarkable and measurable. With the right structure for our liaison program, combined with data and field intelligence, we are bringing value to our physicians while strategically growing business."

Ann Martorano, FACHE
Executive Vice President
Chief Operating Officer
Halifax Health

"Tiller-Hewitt gave us a jump start for early success by focusing our program on the right initiatives and tracking the right data."

Mark Marsh, FACHE
Chief Executive Officer
Gateway Medical Center

"Their knowledge of how physicians interact with hospitals helped our physician hospital representatives to achieve a much higher level of success."

John F. Strieby
Chairman and Chief Executive Officer
Nix Health Care System

"I appreciated the discussion of overcoming objections in the field, such as pricing and competitor advantages. Your suggestions on overcoming these were helpful."

Donna Everix
Manager Physician Experience
Mills-Peninsula Health Services

For more information, please visit us online, call or email info@tillerhewitt.com.