

# MAKE **it** MATTER

STAYING RELEVANT:  
STEERING YOUR SHIP IN A SEA OF  
COMPETITIVE ROUGH WATERS



# MEET YOUR CAPTAINS



**Deborah Scheetz**

Director of Professional Outreach and Physician Relations



**Andrea Curless**

Regional Manager and Physician Relations Strategist





HOW DO YOU PREPARE FOR THE ROUGH  
WATERS AHEAD IN

THE SEA OF COMPETITION

# THINGS YOU WILL DISCOVER

## Learning Objectives: How to...

- Stay ahead of the competition with actionable SWOT analysis
- Differentiate yourself by navigating the passage from transactional to consultative selling
- Prove value with growth metrics that matter to your CEO



RELEVANCE = VALUE

## Relevant

*[rel-uh-vuh nt]*

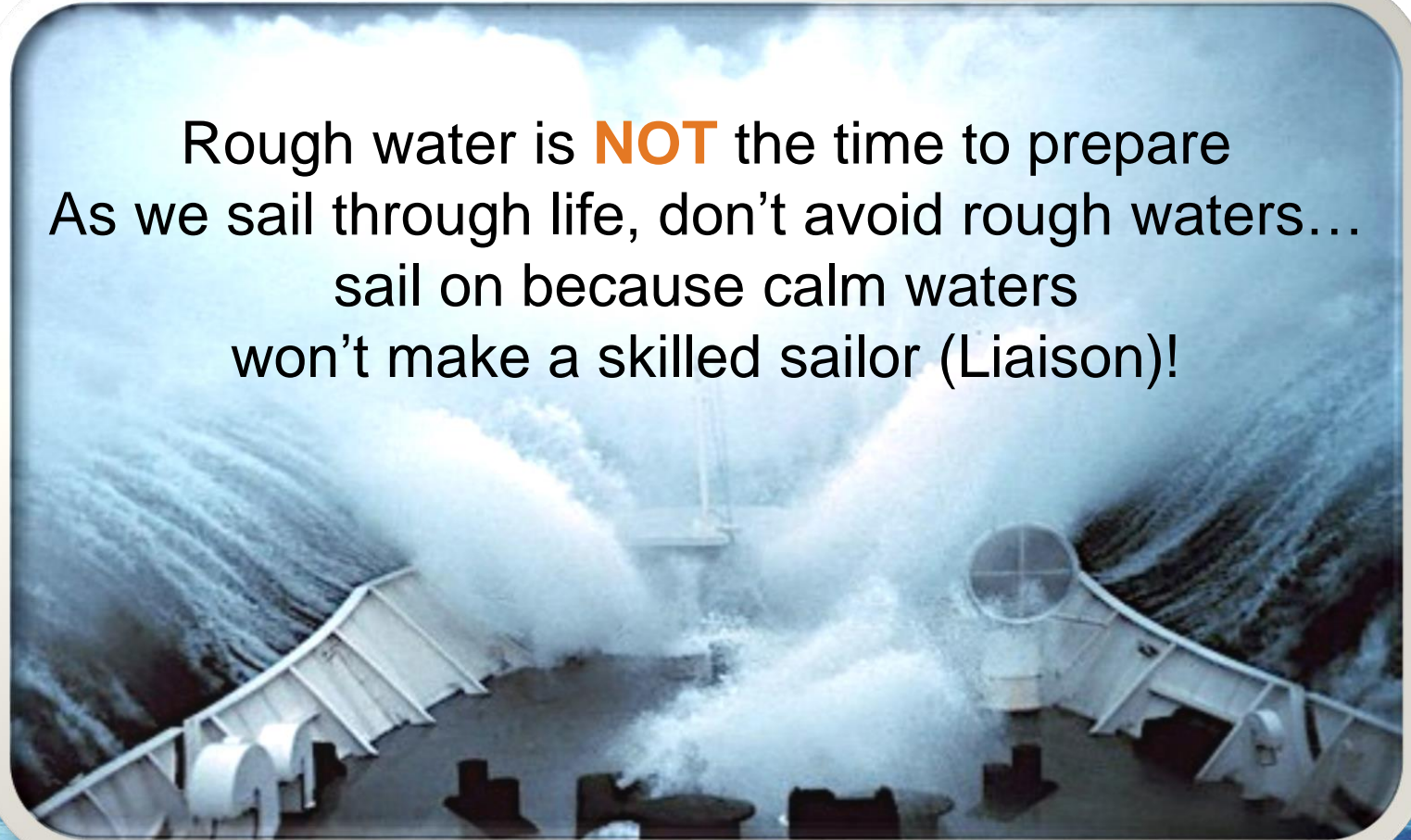
Adjective

1. closely connected or appropriate to the matter at hand

**MAKE** **it** **MATTER**

# PREPARATION MEETS OPPORTUNITY

Rough water is **NOT** the time to prepare  
As we sail through life, don't avoid rough waters...  
sail on because calm waters  
won't make a skilled sailor (Liaison)!



# HOW DOES COMMUNICATION OCCUR?

Physicians  
Patients  
Office Staff

**PHYSICIAN  
LIAISON**

Leadership  
Hospital  
Hospital Staff

**BY BRIDGING THE GAP**

RELEVANCE = VALUE



WHAT'S IN IT FOR ME?



# TOOLS TO MANAGE THE WATERS

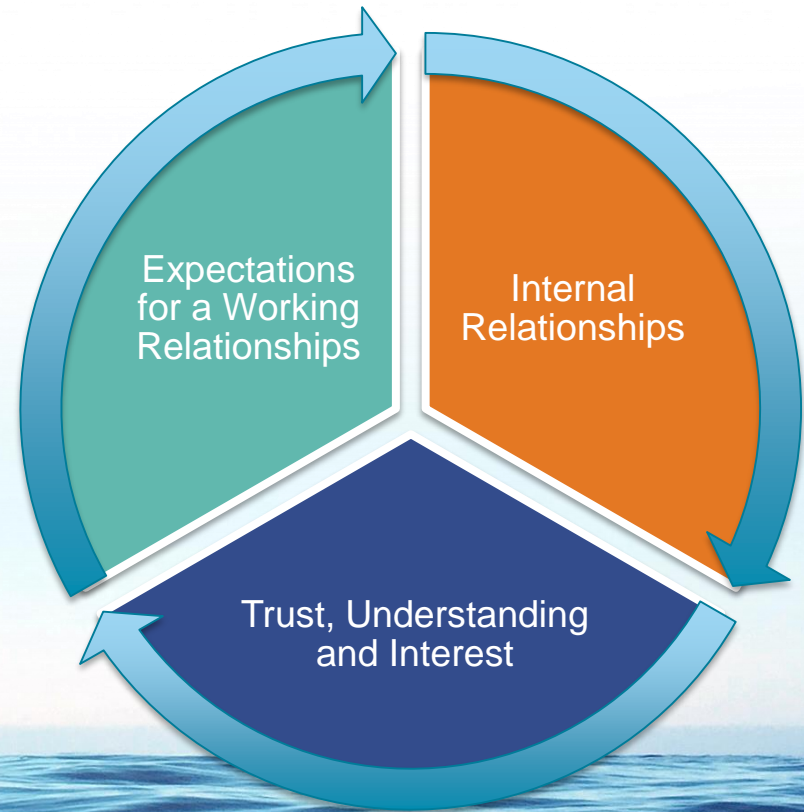
- Department Training Profiles
- SWOT Analysis
- Strategic Plan
- Monthly Reports
- Marketing Collaterals
- Competitive Analysis



# TOOLS TO MANAGE THE WATERS

## DEPARTMENT TRAINING PROFILES

- Tool for Establishing Relationships
- Understand the “good, the bad AND the ugly”
- Cultivate a Cycle of Trust



# TOOLS TO MANAGE THE WATERS

## SWOT ANALYSIS

### 4 Rules to Remember:

- Be Realistic
- Avoid Complexity
- Analyze Rationally
- Attain Change



# TOOLS TO MANAGE THE WATERS

## STRATEGIC PLAN: YOUR MAP

The “treasure” you’ll find within the hospital’s strategic plan:

- CEO goals
- Hospital SWOT
- Growth and retention targets
- Past 5 years’ targets and trends
- Major initiatives by service line
- Competitive analysis and external intel
- Surveys, score cards and financial reports



# TOOLS TO MANAGE THE WATERS

## MONTHLY REPORTS

Data-Driven Decisions  
Create Value and Credibility

Medical Staff /  
Market Share Analysis

Call  
Frequency  
Report

Issue  
Resolution  
Log

Daily  
Dashboard

Weekly  
Report to  
CEO

Targeted Providers % Change

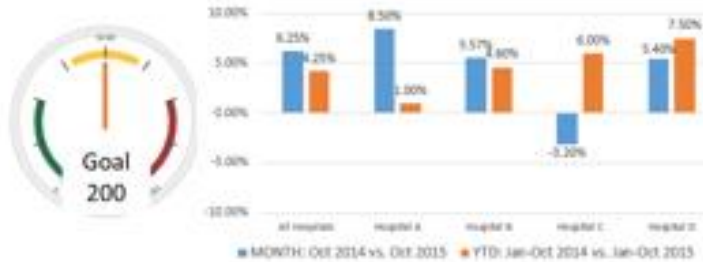
Admissions YTD = 100



OP Procedures YTD = 100



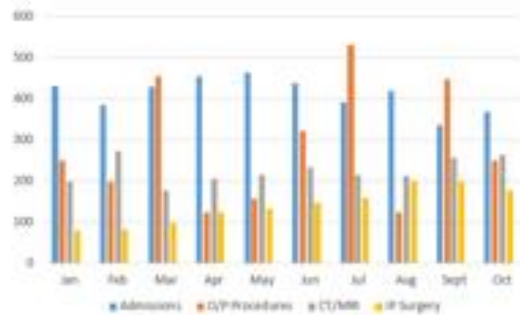
CT/MRI YTD = 100



IP Surgery = 100



All Hospitals Oct-Jan 2015



Targeted Providers: 528



YTD Calls by PRM



YTD % of Annual Goal



# TOOLS TO MANAGE THE WATERS

## MARKETING COLLATERALS

- Physician Directory
- Quick Reference Guide
- Calendars
- Referral / Order Pads

Remember the power of traditional, handwritten thank you notes!



# TOOLS TO MANAGE THE WATERS

## COMPETITIVE INTELLIGENCE

- Ease of Access
- Pricing
- Customer Service
- Advertisement
- Physician Recruitment
- Staff Incentive and Pay

What is the Competition Doing?

**BE AWARE... BE VERY  
AWARE!**





# TOOLS TO MANAGE THE WATERS

## COMPETITIVE INTELLIGENCE

### Follow on Twitter and join members-only discussion forums:

- AAPL American Association of Physician Liaisons @DrLiaison
- Society for Healthcare Strategy and Market Development @SHSMDAHA

### Tweet Chats for the latest healthcare conversations:

- #MDChat — Tuesday 9 p.m. ET
- Moderator: Phil Baumann via @MDChat
- #HCSM- Sundays at 9 PM ET

### Watch the horizon:

- Mayo Clinic, Cleveland Clinic, MD Anderson
- Dr. Kevin Pho @kevinmd



# TOOLS TO MANAGE THE WATERS

## COMPETITIVE *ADVANTAGE*

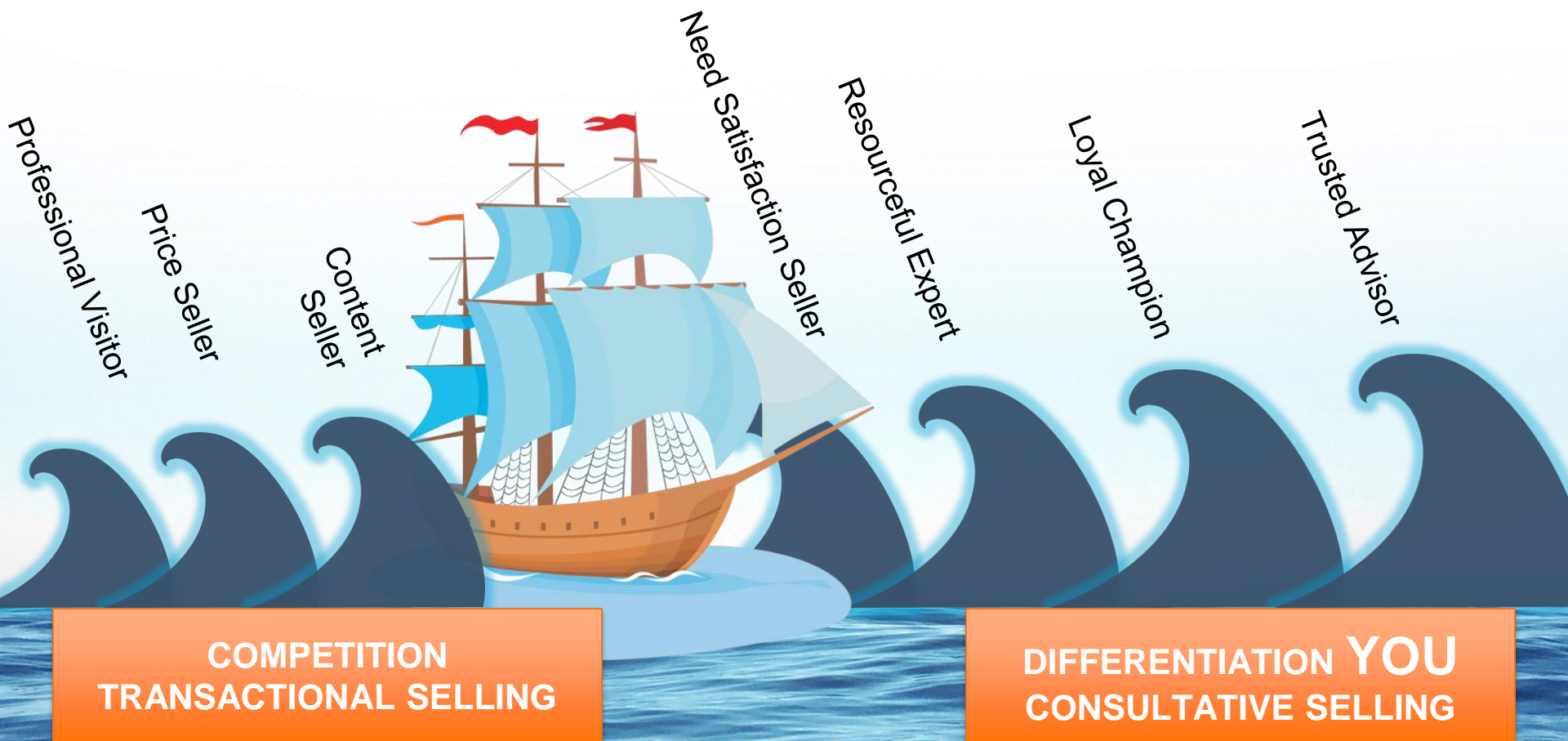
This is what the competition is doing.

What can you do better?

**DIFFERENTIATE  
YOURSELF!**



# HOW TO SEPARATE YOURSELF FROM THE COMPETITION



# YOU ARE THE CAPTAIN

- Relationship with the Leadership Team
- Relationship with the Physicians
- Relationship with the Office & Hospital Staff



# WHAT IS THE TREASURE YOU SEEK?

## Physician-Hospital Relations Program

- **Strategically Increase Market Share**
  - Improve Financial Performance
  - Build Strong Physician Relationships
  - Improve Communication
  - Improve Retention
  - Differentiate Satisfaction and Loyalty



# RECAP

## Learning Objectives: How to...

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# WHAT'S NEXT?



# RESOURCES



Deborah Scheetz  
Director of Professional Outreach and Physician Relations



330-354-9943

[Deborah.Scheetz@AffinityMedicalCenter.com](mailto:Deborah.Scheetz@AffinityMedicalCenter.com)

[www.AffinityMedicalCenter.Com](http://www.AffinityMedicalCenter.Com)



@DeborahScheetz



# RESOURCES



Andrea Curless  
Regional Manager  
Physician Relations Strategist



520-954-9405  
[AC@tillerhewitt.com](mailto:AC@tillerhewitt.com)  
[www.tillerhewitt.com](http://www.tillerhewitt.com)



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