

Webinar  
Series

# 2017 Physician Relations

## What Physicians Want in 2017

Building Advocacy and  
Meeting Needs

**Gelb**  
An Endeavor Management Company

## LYLE GREEN, MBA, FACHE



### Senior Advisor, Healthcare

Lyle Green has over 20 years of experience at one of the top cancer centers in the country, advancing physician relations and business development.

## Today's Agenda

### You will Learn:

-  **Key Challenges Faced by Physicians Today**
-  **Common Referrer Requests that Promote Referrals**
-  **How to Assess the Nuances of Your Unique Referrers**

## HOUSEKEEPING



**AUDIO** is available through your computer speakers or through dial-in. All lines are muted.



You can **SUBMIT QUESTIONS/COMMENTS** at any time. We will address all questions during the Q&A session at the end of today's presentation.



Links to the slides and **RECORDING** will be made available and sent to all attendees via e-mail.

## ABOUT US

### WE WORK WITH NATIONALLY-RECOGNIZED INSTITUTIONS:

- 5 “Honor Roll” institutions
- 5 out of the top 10 cancer programs
- 3 out of the top 4 pediatric hospitals
- 3 out of the top 10 cardiovascular programs

### NATIONAL BENCHMARKING STUDIES:

- Patient experience management
- Marketing practices
- Physician relations programs
- International programs

Ranked as one of top 50 Healthcare Consulting firms by Modern Healthcare



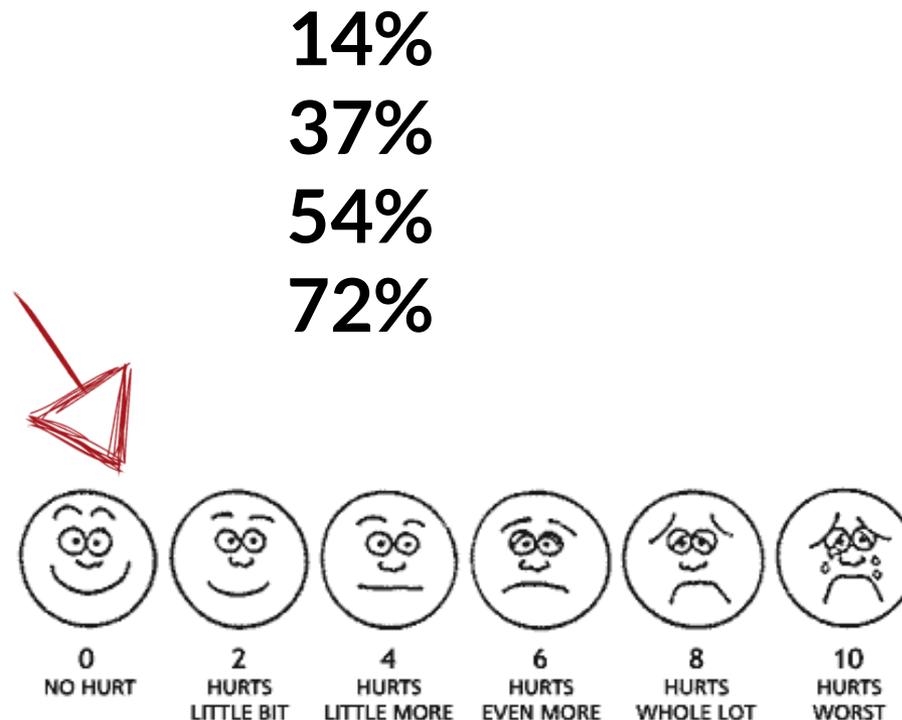
# Our Philosophy



# The State of Today's Physicians

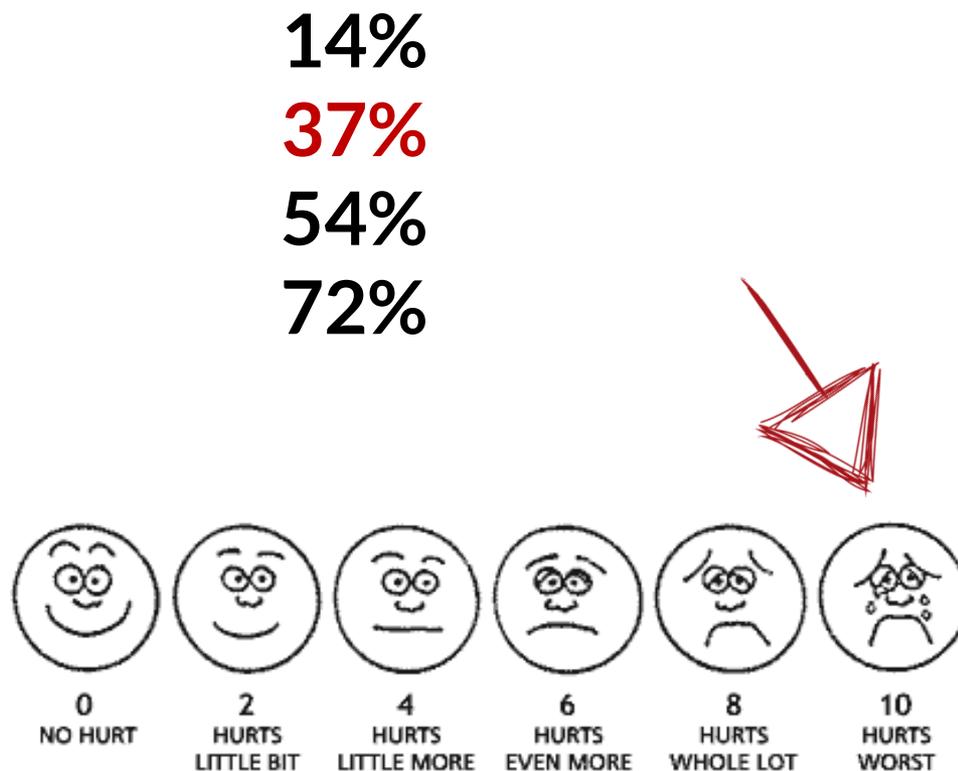
Take a guess:

What % of today's physicians describe their feelings about the future of the medical profession as **POSITIVE**?



# The State of Today's Physicians

What % of today's physicians describe their feelings about the future of the medical profession as **POSITIVE?**



# The State of Today's Physicians



10  
HURTS  
WORST

## Why so low?

- Expanding physician shortage
- Ever-evolving changes in healthcare
- Revamping of payment structures



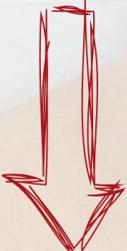
- 47% often or always feel burned out
- 72% feel external factors detract from care quality
- 80% feel overextended or at full capacity

# What This Means for Us...

Physicians are looking for referral tools  
and resources that promote:



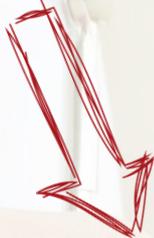
Confidence in  
referral  
decisions and  
care quality



A quick,  
painless  
scheduling  
process



Timely and  
consistent  
updates



Simple  
avenues for  
seeking  
assistance  
when  
needed

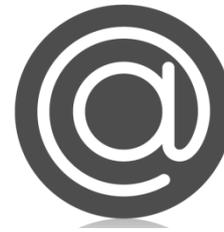
# What This Means for Us...



**Personal connections  
(liaisons,  
navigators)**



**Referral  
Directories**



**Timely, relevant  
Email blasts  
and newsletters**



**Online  
resources  
specific to  
referrers**

*“I need a face and name  
that I can contact with  
questions”*

*“What subspecialist is  
ideal for my patient  
and why?”*

*“What new things are  
you doing that I should  
know about?”*

*“How can I easily  
contact you and make a  
referral?”*

# And Yet...

**Your brand and market are unique**



# Assessing Unique Needs

**How to discover what YOUR referring physicians want and need...**



- Review existing information and satisfaction data
- Talk to the “front line” liaisons and contacts
- Conduct a fresh assessment of current needs

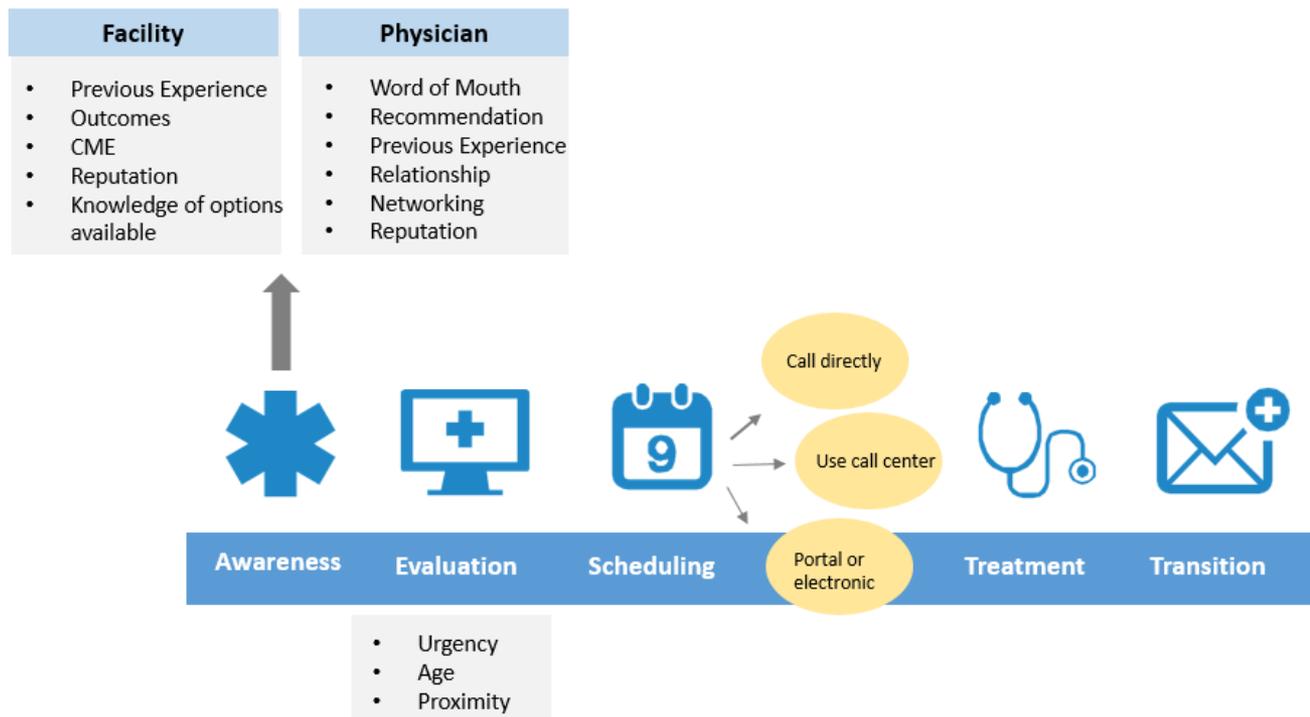
# Assessing Unique Needs

**Which of the following does your organization use to understand your referrer's needs?**

-  **Satisfaction surveys**
-  **Anecdotal “front line” feedback**
-  **Experience research**
-  **Decision factors research**
-  **None!!**

# Assessing Unique Needs

## How do they make referral decisions?



**Decision Factors Research: Online survey focused on the physician's awareness and perceptions of your organization, specifically how they make referral decisions**

# Assessing Unique Needs

What is their referral experience?



Awareness



Evaluation



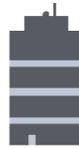
Scheduling



Treatment



Transition



Experience Mapping Research: In-depth assessment of functional needs, emotional needs, and key touchpoints at each step of the referral journey



The **MORE** you:  
Save them time  
Personalize the experience  
Instill confidence in care quality  
the **STRONGER** their advocacy

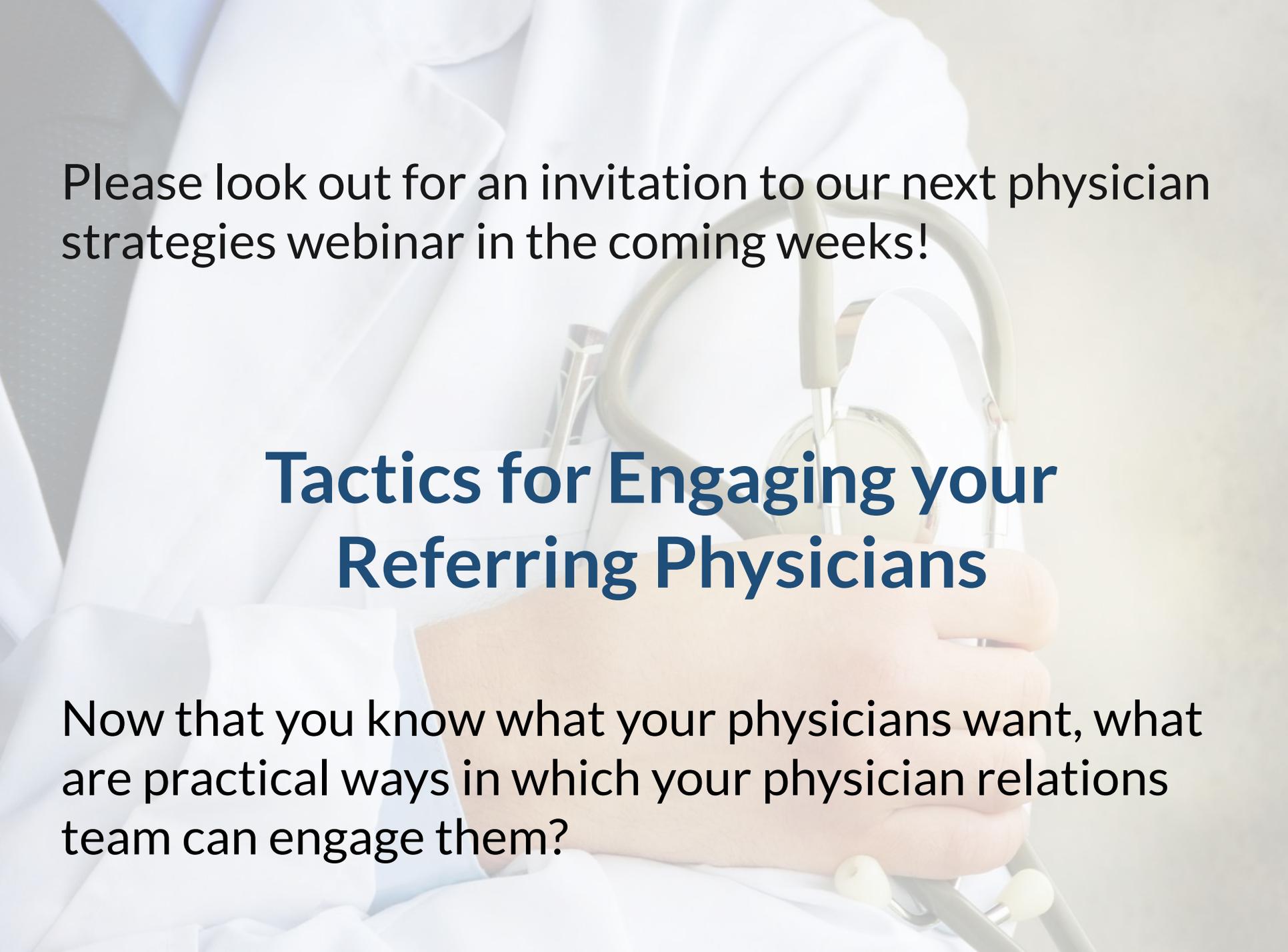
**BUT**

Don't let a poor assumptions or lack of information **DETRACT** from your priorities in 2017 – one size does not fit all brands or markets



**QUESTIONS ?**

**COMMENTS ?**



Please look out for an invitation to our next physician strategies webinar in the coming weeks!

## **Tactics for Engaging your Referring Physicians**

Now that you know what your physicians want, what are practical ways in which your physician relations team can engage them?

# Resources

## Physician Decision Factors Research

<http://www.endeavormgmt.com/understanding-referring-physician-decision-making/>

## Eliciting Physician Feedback in Survey Research

<http://www.endeavormgmt.com/eliciting-feedback-from-physicians/>

## Experience Management

<http://www.endeavormgmt.com/experience-management-overview/>

## Physician360 Dashboard Demo

<http://endeavormgmt.com/digitalinsights/>

# Would You Like To:

- Have a representative contact you?
- Have a representative come to speak at your organization?
- Want more information?

# Contact Us



Lyle Green

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Thank you for participating!