What Physicians Want in 2017

Building Advocacy and Meeting Needs
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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 Ideal Experience

Brand
- Create Advocacy
- Set Expectations

Culture
- Experience Delivery

Operations
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?

14%
37%
54%
72%
The State of Today’s Physicians

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The State of Today’s Physicians

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

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?

<table>
<thead>
<tr>
<th>Facility</th>
<th>Physician</th>
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<tbody>
<tr>
<td>Previous Experience</td>
<td>Word of Mouth</td>
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<td>Outcomes</td>
<td>Recommendation</td>
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<tr>
<td>CME</td>
<td>Previous Experience</td>
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<tr>
<td>Reputation</td>
<td>Relationship</td>
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<tr>
<td>Knowledge of options available</td>
<td>Networking</td>
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<td>Reputation</td>
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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?

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
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?
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

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Thank you for participating!