

2023

# LEADERSHIP WEBINAR SERIES

**Mar 15:** The Power of Now: Rapid Impact Strategic Growth

**Apr 25:** Stop Admiring Your Problems & Start Growing

**May 10:** Disrupt Yourself: The Strategic Growth Imperative

**Aug 9:** Amplify Your Customer Activation Strategy

**Sept 13:** The Power of Data to Drive Strategic Growth

**Oct 18 :** Don't Expect Growth; Earn It with Customer Value

**Dec 6:** That's a Wrap! 2023 Strategies that Worked

[tillerhewitt.com/2023webinars](https://tillerhewitt.com/2023webinars)

**TILLER-HEWITT™**  
HEALTHCARE STRATEGIES





# GrowthStrategies<sup>+</sup>

ASSESSMENT, DEVELOPMENT & IMPLEMENTATION

## Hospitals<sup>+</sup> Healthcare Systems<sup>+</sup> Physician Organizations

Growth Readiness Assessments – Strategic Growth Planning – Process Improvement

Service Line & Specialty Growth Development & Implementation

Network Optimization – Physician Engagement – Rapid Impact Strategic Growth Solution



## PhysicianIntegration<sup>+</sup>

RAPID RAMP UP & LONG-TERM RETENTION

### Physician & APP Integration

Robust Onboarding/Navigation

Mentorship Program

Family/Community Integration

**CASE STUDIES IN THE  
APPENDIX**

## LiaisonProgram<sup>+</sup>

ASSESSMENT, DEVELOPMENT & IMPLEMENTATION

### Business Development & Physician Liaison

- Program Assessment
- Program Redevelopment
- Program Development & Implementation
- Corporate & Public Training Programs

## LiaisonTraining<sup>+</sup>

ON-SITE & VIRTUAL CONSULTATIVE SALES

## LeaderTraining<sup>+</sup>

A COURSE THAT WILL DIFFERENTIATE YOU

## TrackerPLUS<sup>+</sup>

INTELLIGENCE & PRM PLATFORM

### PRM Tracking Software

Market Intelligence

Referral Data Management

Issue Resolution Tracking

# 2023 Virtual Workshops

## Physician Liaison Training

3-Day Workshops

Aug. 15-17 | Oct. 24-26

Comprehensive consultive sales training with live instruction, videos, role-playing and interactive exercises. You'll gain practical, proven techniques for immediate application.  
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## Liaison Team Leaders



The Daily Sales

1,004,342 followers

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Do you think sales managers get enough training for their role?

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Yes 10%

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Sometimes 20%

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HEALTHCARE STRATEGIES

LOOKING THROUGH  
**THE LEADERSHIP LENS**  
**PODCAST**

LEARNING FROM THE LEADERS OF  
Yesterday | **Today** | Tomorrow



Amazon Audible



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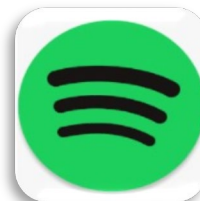
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Spotify



Stitcher



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HEALTHCARE STRATEGIES



# 3 INDUSTRY LEADERS PARTNER

## Comprehensive Strategic Growth Solution



Sg2 | Viziont

viziont®



ShareMD Connect

 ShareMD | connect



Tiller-Hewitt HealthCare Strategies

 TILLER-HEWITT™  
HEALTHCARE STRATEGIES

# Objectives

- Amplify your customer activation strategy to revolutionize how you strategically attract & retain new patients
- See shocking data-driven proof available about patient access to your key service lines and how you stack up against your competition
- Learn how to align stakeholders to enable faster service, specialized, human-centric support and friction-free access for more people, not just to the most privileged.

WHY?

WHAT'S  
IN IT

FOR  
YOU?

# LEADERSHIP

## WEBINAR SERIES

EVERYONE WINS WHEN THE LEADER GETS BETTER!



Adrian Lawrence

Chief Technology Officer  
ShareMD Connect



Jon Barlow

Vice President  
Patient Activation &  
Consumer Innovation  
Sg2



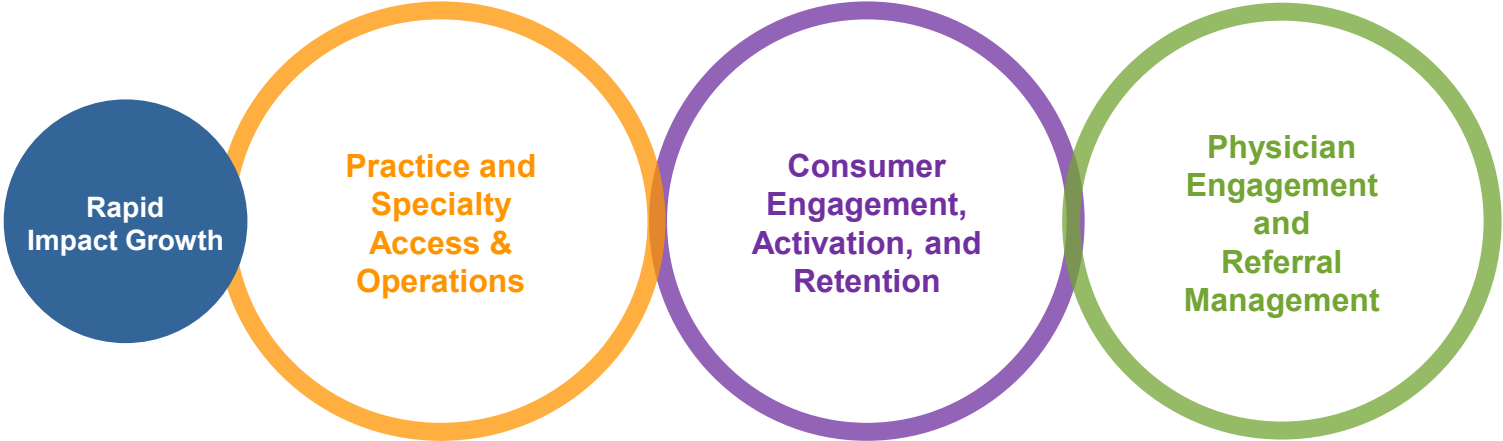
Thomas Tiller II

Chief Operating Officer  
Tiller-Hewitt  
HealthCare Strategies

**Amplify Your Customer Activation Strategy**

*Revolutionize How You Strategically Attract & Retain New Patients*

# Rapid Impact Strategic Growth Focuses on Revenue Generation in the Next 6-24 Months

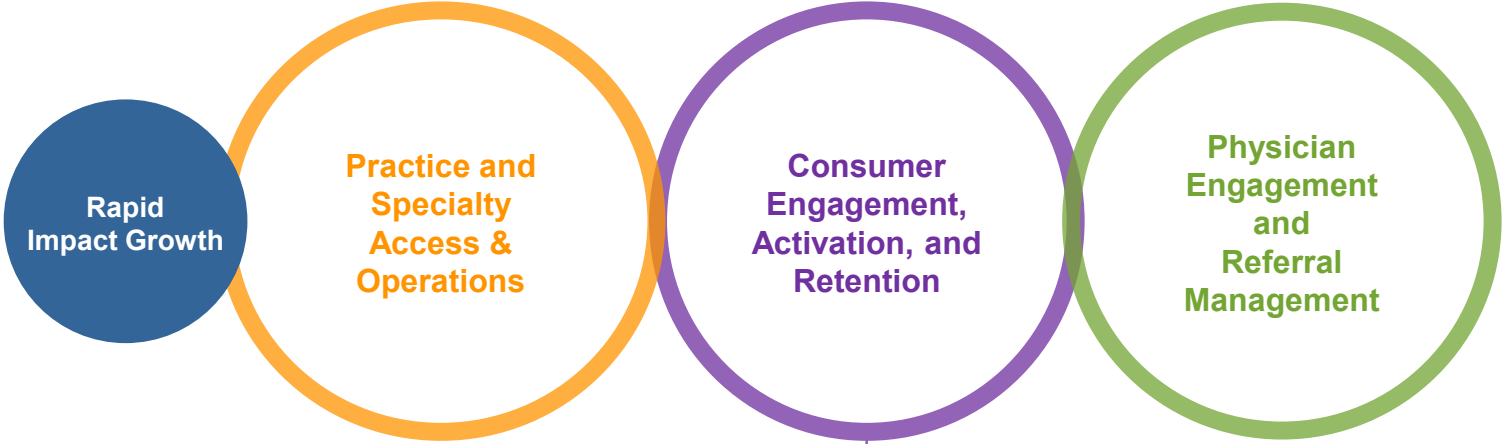


**Situational Example:**

A consumer in need of an appointment with an Electrophysiologist to evaluate a heart murmur receives an 8 week wait time.



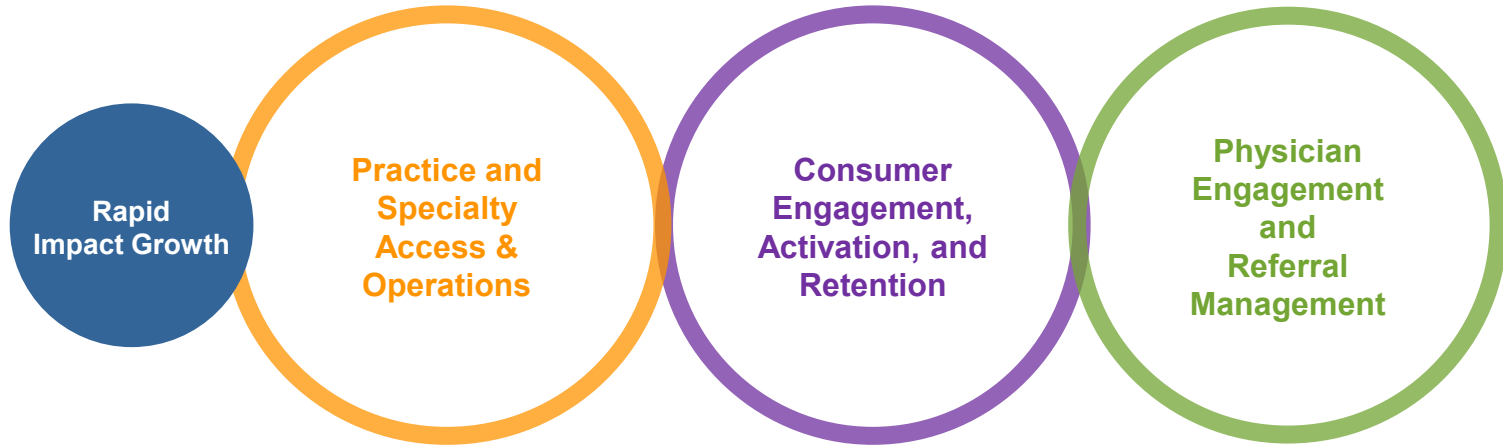
# Rapid Impact Strategic Growth Focuses on Revenue Generation in the Next 6-24 Months



**Situational Example:**

Today's consumer has care questions and needs requiring greater understanding and an expectation of seamless integration between offline and online.

# Rapid Impact Strategic Growth Focuses on Revenue Generation in the Next 6-24 Months



## Situational Example:

A physician sending business to a competitor is often ill-equipped with the knowledge to successfully align their patient to internal offerings, expertise.

# Assessing Near-Term Revenue Generation Opportunities

Our extensive data analysis, stakeholder surveys and interviews engage key physician, leadership, clinical, strategy, marketing and operational stakeholders to gain early buy-in, plus quantitative and qualitative insights related to: Access, Capacity and Throughput, Market, Service Line, Consumer Demand, and Referral Network Integrity and Utilization.



**Rev Gen  
Opportunity Modeler**



**Consumer Demand  
Analysis**



**Provider Network  
Integrity Assessment**



**Access – Capacity –  
Throughput**

**Our assessment finds the immediate opportunities to unlock hidden capacity, eliminate barriers to access, mitigate leakage, and prepare the organization for immediate and measurable growth in strategic referrals and new patient acquisition.**



Short-term growth keeps us steady on  
our path to long-term sustainability.

Short-term  
growth

Long-term  
sustainability



#### PROBLEM

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The use of referrals to find a provider **has declined by 44%** since 2018. Health systems must evolve their demand management from **reactive** to **proactive** in order to activate high-lifetime value healthcare consumers.





#### PROBLEM

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Recent research finds that **81% of hospitals** and health systems nationwide cite improving customer experience as high priority. But **only 11%** say they have the capabilities to execute a best-in-class customer experience.





## SOLUTION

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ShareMD Connect is a healthcare consumer activation solution. Helping consumers know what to do, is what we do.

Our nurses, with decades of collective hands-on experience, **empower consumers** through **empathy-based education**.

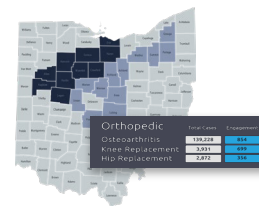
Assessing the consumer's needs, providing educational support, and connecting them to best-in-class care—**fast**.





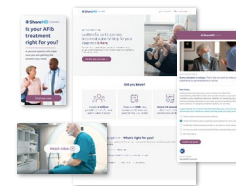
## IDENTIFY

Our market analysis identifies opportunities for consumer engagement by forecasting market potential based on condition and procedure and overlaying that with behavioral data. This allows us to target consumers more accurately, make strategic decisions around audience composition and messaging, and provide a consistent customer experience.



## ENGAGE

Our campaigns focus on specific consumer journeys based on medical conditions and procedures, building a unique journey around pain points, informational needs, and clinical triggers. We use consumer insight research to inform our marketing strategy and content model, creating nearly 100 pieces of content, dozens of custom entry points, a weeks-long nurture journey, and personalized calls-to-action to activate consumers to schedule care.



## EDUCATE & ACTIVATE

Our experienced nurses are ready to empower consumers with empathy-based education and support. By assessing their needs and connecting them to best-in-class care, 56% of consumers who speak with a ShareMD nurse choose to schedule an appointment with our client provider, resulting in a 100% consumer satisfaction rating to date. Data from successful activations is used to fine tune custom audiences making the platform more effective.





**TILLER-HEWITT**™  
HEALTHCARE STRATEGIES

## Speaker Bios





# Adrian Lawrence

Chief Technology Officer  
ShareMD Connect

Email: [adrian.lawrence@sharemd.com](mailto:adrian.lawrence@sharemd.com)

Adrian has over 15 years of product development experience creating innovative solutions for the real estate, finance, and healthcare industries. He is the former Chief Technology Officer and co-founder of an industry-leading real estate data aggregation and analytics platform and has led multiple technology startups to successful exits.

Adrian received his undergraduate degree from the University of Georgia and his Master's degree from the Georgia Institute of Technology.

As the Chief Technology Officer of ShareMD Connect, Adrian works with consumer, clinical, and environmental data to model the healthcare consumer landscape and provide insights into consumer demand for healthcare services. This work is coupled with a deep understanding of the consumer journey to craft effective engagement strategies that drive provider service line growth.



## Jon Barlow

Vice President Patient Activation & Consumer Innovation  
Sg2

Email: [jon.barlow@vizientinc.com](mailto:jon.barlow@vizientinc.com)

Office: 972-910-6129

As the Vice President, Patient Activation, Jon draws from long-standing healthcare consumer strategy experience to provide members with data-driven, consumer innovation solutions that help drive rapid and impactful growth while improving the overall consumer/patient experience. The goal for patient activation is to meet market movements head-on with data-driven patient and physician solutions that are consumer-centric and digitally enabled, so that members can create differentiation by combining their existing clinical strengths with current consumer practices.

Before joining Sg2/Vizient, Jon was the General Manager of Strategic Solutions at Mercury Healthcare where he was responsible for leading the effort to drive better patient experiences on behalf of their healthcare clients. He led a diverse team of strategists, performance marketers, data scientists, ops specialists, project managers, print operators, and a 200-person contact center to drive healthcare consumer acquisition, nurturing, and retention efforts for healthcare-focused organizations.

Before that, Jon was Senior Vice President of Professional Services at Healthgrades where he led a team of diverse marketing professionals that partnered with Healthgrades' health system clients to deliver a more personalized, omnichannel experience grounded in data-driven insights.



# Thomas “Tommy” Tiller II

COO

Tiller-Hewitt HealthCare Strategies

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Office: 618-651-8700

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Tommy Tiller is the COO of Tiller-Hewitt HealthCare Strategies.

Tiller manages Tiller-Hewitt’s partnerships with hospitals, health systems, healthcare leaders, and physicians to build programs that consistently deliver strategic growth and measurable results. He oversees strategic growth operational readiness assessments, and the subsequent development and implementation of strategic growth programs proven to increase top-line revenue and market share while improving physician-hospital relations and patient experience.

Tiller also led the development and implementation of Tiller-Hewitt’s Provider Relations Management (PRM) TrackerPLUS®.

Tiller earned a BS in Finance and Economics from Southern Illinois University. He is a member of the American College of Healthcare Executives.



# Tammy Tiller-Hewitt FACHE

CEO

Tiller-Hewitt HealthCare Strategies

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Speaker, Amazon #1 Best Selling Author and Industry Leader in strategic market share growth, Tammy Tiller-Hewitt is the founder, president and chief executive officer of Tiller-Hewitt HealthCare Strategies, a leading healthcare solutions company that specializes in rapid strategic growth, physician engagement, new provider integration for rapid ramp-up and long-term retention, results-oriented professional sales and outreach team development.

Tiller-Hewitt is a Fellow of the American College of Healthcare Executives, the nation's leading professional society for healthcare leaders. She is President-Elect of ACHE's Mid-America Healthcare Executives Forum, receiving the ACHE Recognition Award for her professional contribution to healthcare management excellence through volunteer service to ACHE.

# Rapid Impact Strategic Growth

A strategic growth solution provided in collaboration with:



Tiller-Hewitt HealthCare Strategies works with healthcare organizations that want to consistently deliver strategic growth and measurable results.

Through securing stakeholder buy-in and assesses growth readiness we uncover existing capacity and removes access barriers.

Elevating and deploying professional physician liaison / outreach teams and PRM.

Tiller-Hewitt HealthCare Strategies hardwires collaborative processes for sustainable strategic growth.



ShareMD Connect provides clarity, a plan of action, and access to care through an exclusive network of providers.

Using a data-driven market analysis to target opportunities and provide revenue lift by condition using geo-demographic & psychographic segmentation of 240M American adults leveraging key health behavior-driving factors.

Engaging the right healthcare consumers, delivering the right messaging and education, and generating demand for our client provider's services.

Drives conversions with a virtual contact center staffed by trained nurses to drive new patient acquisition.



Healthcare industry's premier authority on healthcare trends, insights, and market analytics.

Best in class analytics and expertise help health systems achieve sustainable growth and ensure ongoing market relevance through the development of an effective System of CARE.

With 20+ years of experience in healthcare demand forecasting, and its recent success in near-term healthcare demand scenario modeling and COVID-19 surge projections, position it to be a superior partner for the identification of optimal short-term revenue lift/market share shift targets.

**TILLER-HEWITT**™  
HEALTHCARE STRATEGIES

## Solutions Appendix



# New Rapid Impact Growth Solution



**SUSTAINABILITY | ACCOUNTABILITY**  
C-Level Championship

**DISCOVERY | STRATEGY**  
Buy-in & Alignment

Continually Engage an Executive Steering Committee

Create a Continuous Feedback Loop

Monitor Real-Time Market Movements & Execution Successes

**ACTIVATION | EXECUTION**  
Rapid Strategic Wins

Activate Direct to Consumer Program

Execute - Elevate - Manage Physician Sales & Outreach Program

Complete Strategic Growth Readiness Assessment

Identify & Segment Market-Level Consumer Demand

Build & Socialize Integrated Strategic Growth Playbook

**CAPACITY | EXPANSION**  
**GROWTH FOUNDATIONS**  
Collaborative Solutions

Deploy Rapid Cycle Process Improvement Events  
Access - Capacity - Throughput

Assemble & Empower Cross-Functional Strategic Growth Teams within Key Service Lines



**Execute collaborative growth across operational, marketing & sales functions**



## Strategic Growth Readiness Assessment | Maximize Rapid Impact & Results

Tiller-Hewitt Healthcare Strategies has built the industry-leading process for assessing, developing and implementing successful, strategic growth programs. Our team delivers the data, structure and resources to generate strategic, rapid impact growth by finding hidden capacity, eliminating barriers to access, mitigating leakage and generating strategic referrals.

**100%** Of our assessments uncover substantial near-term strategic growth opportunities.

### Which of these key findings from our Strategic Growth Readiness Assessments sound familiar?

- Lack of relevant data, insights and strategy
- Lack of stakeholder engagement and buy-in
- Access and capacity barriers in key service lines
- Operational and practice-level silos
- Staffing shortage, burnout and turnover
- Lack of internal collaboration and communication
- Inefficient physician relationship manager (PRM)
- Lack of marketing collaterals and referral tools
- Ineffective physician liaison / outreach program
- Inability to measure outreach return on investment

### Assessment Process



Our extensive data analysis, stakeholder surveys and interviews engage key physician, leadership, clinical and operational stakeholders to gain early buy-in, plus quantitative and qualitative insights related to:

- Access, Capacity and Throughput
- Transition of Care Process
- Referral Data and Utilization
- Care Consolidation / Outmigration
- Referral Process and Workflow
- Physician Relations and Retention
- Geographic Footprint
- Marketing / Referral Tools
- Physician Liaison Program / Team Competencies

### Assessment Deliverables

In partnership with leadership, Tiller-Hewitt will deliver a robust, rapid impact strategic growth playbook:

- Priority Service Line Growth Plans
- Provider Level Referral / Productivity Data Analysis
- Access and Capacity Rapid Cycle Process Improvement
- Physician Marketing and Referral Collateral
- Physician Sales, Outreach and Integration
- Physician Relationship Manager (PRM) platform

### Rapid Results

Engaging our gold standard implementation and management services guarantees immediate, off-the-charts results and return on investment - even as the assessment is underway.

*"Being skeptical at first, we immediately saw the high degree of engagement of our stakeholders and value of the 'slam dunk' results following close behind."*

- CEO CHRISTUS St. Michael Health System

*"Based on past success working with Tiller-Hewitt, I knew they would energize our team, gain early buy-in, and spark collaboration."*

- President & CEO, Archbold Medical Center

For more information, please visit us online, call or email [info@tillerhewitt.com](mailto:info@tillerhewitt.com).

| TILLER+HEWITT™<br>HEALTHCARE STRATEGIES<br>ORGANIZATIONAL<br>NEEDS & CHALLENGES | TILLER-HEWITT SOLUTIONS               |   |                                   |  |   |   |   |  |                        |  |
|---|---------------------------------------|---|-----------------------------------|--|---|---|---|--|------------------------|--|
|   | Strategic Growth Readiness Assessment | Strategic Growth Readiness Assessment, Planning & Execution | Service Line Growth & Development | Provider & APP Program Ramp-up & Retention | Physician Liaison Program Assessment / Documentation / Implementation | Skills Training Professional Consultative Needs-Based | Lean Process Improvement - Focused for Strategic Growth | Track+PLUS Physician Relationship Management & Referral Platform | Network Integrity Data |  |
| Access, Capacity, Throughput Challenges   | ✓                                     | ✓   | ✓                                 |  |   |   | ✓   |  |                        |  |
| Business Development  | ✓                                     | ✓   | ✓                                 |  | ✓   |   |   |  |                        |  |
| Employed Physician Referral Leakage Mitigation                                  | ✓                                     |   |                                   | ✓  | ✓   |   | ✓   |  |                        |  |
| Financial Losses (Organizational and Physician Enterprise)                      | ✓                                     |   | ✓                                 |  |   |   |   |  | ✓                      |  |
| Issue Resolution Tracking / Accountability                                      |                                       |   |                                   |  | ✓   |   |   | ✓  |                        |  |
| Market Intelligence   |                                       |   |                                   | ✓  |   |   |   | ✓  | ✓                      |  |
| Market Share Data   |                                       |   |                                   |  |   |   |   |  | ✓                      |  |
| New Physician & APP Onboarding / Integration                                    |                                       |   |                                   | ✓  | ✓   |   |   |  |                        |  |
| Network Integrity - Care Consolidation  | ✓                                     | ✓   |                                   |  | ✓   |   | ✓   | ✓  | ✓                      |  |
| Outmigration in Key Specialties   | ✓                                     | ✓   | ✓                                 |  | ✓   | ✓   | ✓   | ✓  | ✓                      |  |
| Physician & APP Mentorship  |                                       |   |                                   | ✓  |   |   | ✓   |  |                        |  |
| Physician & APP Recruitment   | ✓                                     |   |                                   | ✓  | ✓   |   |   |  |                        |  |
| Physician & APP Retention   |                                       |   |                                   | ✓  |   |   |   |  |                        |  |
| Physician Camaraderie and Mentorship  |                                       |   |                                   | ✓  | ✓   |   |   |  |                        |  |
| Physician Engagement  | ✓                                     |   |                                   | ✓  | ✓   |   |   |  |                        |  |
| Physician Liaison Program Redevelopment   | ✓                                     | ✓   |                                   |  | ✓   |   |   | ✓  | ✓                      |  |
| Physician-Hospital Relations  | ✓                                     | ✓   | ✓                                 |  | ✓   |   |   | ✓  |                        |  |
| Rapid Ramp-up of New Physicians & APPs  |                                       |   | ✓                                 | ✓  | ✓   |   | ✓   |  |                        |  |
| Referral Data (Internal & External)   |                                       |   |                                   |  |   |   |   | ✓  | ✓                      |  |
| Service Line Development  | ✓                                     | ✓   | ✓                                 |  | ✓   |   |   |  |                        |  |
| Specialty & Service Line Growth   | ✓                                     | ✓   | ✓                                 |  | ✓   |   |   |  |                        |  |
| Strategic Growth Plan Development   | ✓                                     | ✓   | ✓                                 |  | ✓   |   |   |  | ✓                      |  |
| Strategic Market Share Growth   |                                       | ✓   | ✓                                 |  | ✓   |   |   |  | ✓                      |  |
| Strategic Plan Execution  |                                       | ✓   | ✓                                 |  | ✓   | ✓   |   |  | ✓                      |  |
| Training for Leaders of Physician Liaisons / Outreach Teams                     |                                       |   |                                   |  | ✓   | ✓   |   |  |                        |  |
| Training for Physician Liaison/Outreach Teams                                   |                                       |   |                                   |  | ✓   | ✓   |   |  |                        |  |

# TILLER-HEWITT RESULTS

## ARCHBOLD MEDICAL CENTER



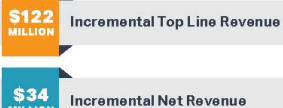
### CASE STUDY

## Strategic Growth Readiness Assessment Tees Up \$122 Million Revenue Growth

Tiller-Hewitt's Strategic Growth program generated rapid results and sustainable growth by:

- Engaging stakeholders in a collaborative process to achieve buy-in
- Identifying and solving access and capacity barriers
- Prioritizing service line strategy development
- Executing a nationally recognized professional physician outreach program

#### Year 1 Return on Investment



"Based on past success working with Tiller-Hewitt, I knew they would energize our team, gain early buy-in, and spark collaboration. They helped us quickly identify and eliminate access and capacity barriers, then develop and execute rapid growth strategies that produced immediate results. We're now equipped with better tools and hardware as an organization driving sustainable strategic growth."

Darcy Draven  
President and CEO  
Archbold Medical Center

#### Challenge

Across the nation, healthcare organizations are experiencing challenges that erode market share and impede strategic growth. They're battling access and capacity issues, an influx of local competitors, crippling workforce shortages and dramatic shifts in how and where care is delivered.

To prepare for and execute the rapid recovery of strategic business, the leadership team of Archbold Medical Center, a four-hospital health system serving South Georgia and North Florida, recognized the need for a strategic partner to help them:

- Assess growth readiness with an objective lens
- Prioritize and develop service line growth strategies
- Identify and remove access and capacity barriers
- Achieve medical group engagement and alignment
- Address the changing dynamics of demand
- Increase awareness and utilization of their services
- Improve physician-hospital communications and relations
- Better accommodate the resulting increase in referrals



#### Solution

Archbold engaged Tiller-Hewitt HealthCare Strategies to assess, design and execute a high-performance, rapid impact solution to improve access and drive network optimization, physician engagement, patient retention and strategic growth.

#### Integrated Approach to Strategic Growth Readiness

Tiller-Hewitt combines robust methodologies proven to identify and drive rapid results; drive collaborative, cultural change; and hardware an organization for continuous improvement and strategic growth.

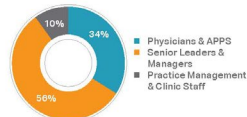


#### Strategic Growth Readiness Assessment

Tiller-Hewitt started by engaging key stakeholders and conducting deep data analysis to determine if the current state of access, capacity, clinical staffing, and geographical expansion potential met the criteria to support desired growth.

- Nearly 300 Archbold stakeholders participated in the survey and interviews – including approximately 100 physicians and APPs – representing the key clinical and administrative roles that influence the patient and provider experience along the entire continuum of care.
- Using timely and relevant internal, external and practice referral data, Tiller-Hewitt identified historical referral patterns and opportunities to quickly mitigate leakage and drive strategic service line and system growth initiatives.

#### Early Engagement and Buy-In



#### Professional Outreach Program

Moving into the execution phase, Tiller-Hewitt launched Archbold's Professional Outreach Program. This is a powerful differentiator, with seasoned trained to be trusted advisors – and engines of strategic growth and performance improvement – who deliver higher-value solutions to physicians and their teams.

- Structured the physician outreach program
- Recruited and trained remote-oriented professionals with consultative sales techniques and exceptional relationship-building skills
- Managed the data-driven outreach strategy

#### Professional Outreach Results



The assessment revealed a high level of patient preference, engagement from participants and a newfound spirit of innovation and momentum for positive change. It also uncovered current-state barriers preventing strategic growth and provider engagement that needed to be addressed, including:

- Access: Scheduling and referral processes to health system and physician practices
- Physician engagement: Alignment, recruitment, rapid ramp-up and long-term retention
- Internal teamwork and collaboration: Communication among key departments and practices
- Sales/Outreach: Awareness of key services and issue resolution
- Data: Timely, relevant internal and external data for faster reaction to shifts in business
- Marketing and Sales Tools: Outreach, referrals and recognition of the employed medical group

#### Strategic Growth Playbook

As a strategic growth company, Tiller-Hewitt collaborated with Archbold's operational and clinical teams to uncover or create best practices to optimize access and referral processes. These performance improvement efforts were essential to Archbold's differentiation as offering providers and patients the path of least resistance to their services.

#### Create Priority Service Line Growth Plans

Tiller-Hewitt's assessment prioritized service lines that aligned with the organization's current strategic vision and were best positioned for growth with limited operational intervention. They launched cross-functional Service Line Growth teams to:

- Identify opportunities for strategic growth
- Target providers aligned with care consolidation and strategic growth goals
- Equip offices with patient education, specialist information and referral tools
- Develop leadership accountability protocols

#### Identify & Implement Priority Process Improvement Projects

Tiller-Hewitt also identified areas where process improvement (PI) projects were needed to enhance access and capacity. Lean value stream mapping uncovered 378 duplications and bottlenecks in 25 disparate medical specialty referral processes, and streamlined them into a single, simplified and standardized method.

To improve the imaging referral process, Tiller-Hewitt formed a cohesive team of 25 people – representing every physician and patient touchpoint – to resolve 110 access and capacity issues, and refine the referral process, including implementing a preauthorization program.

This resulted in double-digit imaging growth, with an increase of 19% in outpatient MRIs and 22% in outpatient CTs in the first year.

#### Specialty Referral Process Improvement



#### Imaging Performance Improvement Event



#### Double-Digit Imaging Growth



# TILLER-HEWITT RESULTS – LAKE CHARLES MEMORIAL HEALTH SYSTEM

**TILLER-HEWITT™**  
HEALTHCARE STRATEGIES

## CASE STUDY

### Partnership Rapidly Generates \$24.3 Million in Strategic Growth

Lake Charles Memorial Health System (LCMH) and Memorial Medical Group (MMG) partnered with Tiller-Hewitt HealthCare Strategies to identify and rapidly realize \$24.3 million in incremental net revenue growth for strategic services and specialties offered within the system by:

- Delivering extensive data analysis and market research insights to prioritize areas of focus
- Creating immediate and intermediate strategic growth plans for areas of opportunity
- Unlocking latent capacity by identifying and creatively solving access barriers to become the "path of least resistance" for providers and patients
- Developing and executing an outreach strategy that clearly differentiates key service lines in the defined markets
- Executing a data driven physician liaison program to generate referrals and drive rapid, consistent, strategic revenue and market share growth

Tiller-Hewitt delivered measurable, strategic results in the near term and positioned LCMH for sustainable growth far into the future. Through their Rapid Impact Strategic Growth solution, Tiller-Hewitt created a collaborative, data-driven process that hardwired a strategic growth mindset, efficient processes and delivered immediate return on investment.

#### Year 1 Return on Investment



**Lake Charles  
Memorial  
Health System**

"Tiller-Hewitt was my first call when I arrived here as the new CEO, based on my experience partnering successfully with them at previous organizations.

Their team consistently provides the expertise needed to deeply engage and drive strategic growth in alignment with every organization's business goals.

Tiller-Hewitt helped us produce immediate home runs, including year-one, double-digit revenue growth and a boost in market share. They're a true partner that fosters a culture of collaboration, transparency and accountability. They helped our already-strong team deliver the best customer experience, achieve new levels of performance and drive exceptional strategic growth."

**Devon Hyde, MBA**  
President and CEO  
Lake Charles Memorial Health System

**TILLER-HEWITT™**  
HEALTHCARE STRATEGIES

#### Challenge

Lake Charles Memorial Health System's position as market leader was at risk because of over \$100 million of outmigration from their medical group to local competitors for services LCMH offers.

LCMH faced unrivaled challenges. At the same time America faced the pandemic, their community additionally endured two hurricanes, flooding and historical freezing, becoming known as "the most weather-battered city in America." The organization also confronted industry-wide headwinds: workforce challenges, shrinking margins, high capital costs and rising competition.

Many health systems nationwide cite "lack of capacity" among their top challenges to growth. But very often, front-end issues like patient access delays, and other challenges in clinics and ancillary services, create an illusion that an organization lacks capacity. The fact is, capacity can be unlocked through a 360 degree approach to uncover inefficient processes, solve access bottlenecks before they become chokepoints, engage providers and their staff, ramp-up new providers rapidly, and execute professional outreach focused on strategic growth.

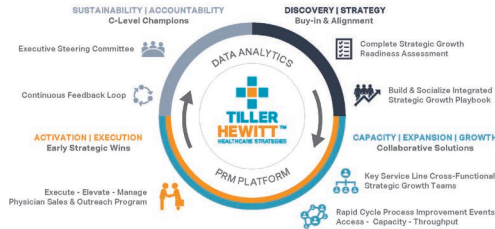
#### Solution

To protect and grow their competitive advantage in the face of these unprecedented challenges, the new Chief Executive Officer engaged Tiller-Hewitt shortly after arriving in his new role. In partnership with members of the LCMH C-suite, Tiller-Hewitt quickly got to work assessing, designing and executing a high-performance Rapid Impact Strategic Growth solution to improve patient access, increase referrals and drive volume to strategic service lines and specialties.

The CEO also engaged Tiller-Hewitt to transform MMG's new provider onboarding process from a brief and disjointed "drinking from the firehose" experience into a robust, system-wide coordinated, year-long provider integration program that includes mentorship and family integration.

#### Rapid Impact Strategic Growth Solution

Tiller-Hewitt implemented their industry-leading process for assessing, developing and implementing successful strategic growth programs.



**TILLER-HEWITT™**  
HEALTHCARE STRATEGIES

#### Physician Liaison Outreach Put "Boots on the Ground" and Built Trust

Development and execution of the data-driven physician outreach strategy

**TILLER-HEWITT™**  
HEALTHCARE STRATEGIES

#### Strategic Growth Readiness Assessment: Discovering the "What and Why"

Tiller-Hewitt combined extensive quantitative referral and claims data analysis with qualitative insights gained through stakeholder surveys and interviews. They discovered untapped

**+\$100 Million Opportunity**  
Estimated MINIMUM Annual Outmigration  
Top 5 Barriers Preventing

#### Rapid Improvement Wins

| Improvement: Developed add-on-door access solutions for high-margin service lines  | Improvement: Completed patient access improvement action items   | Improvement: Enhanced patient, provider and staff experience   |
|--|--|--|
| <ul style="list-style-type: none"> <li>Result: Decentralized Patient Registration for Infusion/Chemotherapy</li> <li>Result: Pre-admission Center for GI and Pulmonary located between practices</li> <li>Result: Immediately increased access and unlocked latent capacity</li> </ul> | <ul style="list-style-type: none"> <li>Result: Reduced registration wait-times by nearly 70% from 2.5 hours to 40 minutes</li> <li>Result: Created 30 additional cardiology procedure slots per week including some same day availability</li> </ul> | <ul style="list-style-type: none"> <li>Result: Reduced the number of questions asked during scheduling and registration</li> <li>Result: Facilitated communication and collaboration through office scheduler events</li> <li>Result: Simplified ordering with multiple provider referral tools</li> <li>Result: Improved patient experience with multiple new tools developed for easier access and wayfinding</li> </ul> |



At the same time, Tiller-Hewitt created priority service line growth plans and engaged cross-functional growth teams to collaborate and maximize opportunities:

- Immediate: Areas best positioned for growth and aligned with the current organizational strategic vision
  - Intermediate: Areas of opportunity for strategic growth in need of leadership interventions and service-line development
- Tiller-Hewitt engaged with the marketing team to produce new educational materials to promote enhanced services and easy-to-use referral tools to amplify access for referring physicians, office teams and patients.

# TrackerPLUS PRM SOLUTION

## TrackerPLUS<sup>+</sup>

+ POWERED BY TILLER-HEWITT HEALTHCARE STRATEGIES

| FEATURE   | BENEFIT   | BENEFIT   | BENEFIT   |
|---|---|---|---|
| <b>EMR Referral and Volume Data Dashboard</b>                         | Track the areas of the highest growth and greatest declines by specialty and provider.              | Filter all data points by hospital, provider, liaison, and time period to track individual efforts. | Quickly identify shifts in referrals and volume by specialty and provider.  |
| <b>Issue Resolution &amp; Opportunity Management</b>                  | Immediately record and report in field issues/opportunities.  | One-click escalation of issues to responsible leaders.  | Automatically monitor reporting of issue resolution progress. (Solved/Open) |
| <b>Liaison Activity Dashboard</b>                                     | Customize the dashboard with widgets and graphs.  | Review issues and encounters per liaison.   | Click-through for more details.   |
| <b>Physician / Practice Demographic</b>                               | Preload all demographic information based on provider master.                                       | Filter by any demographic data point.   | Make real-time edits as changes are found in the field.                     |
| <b>Physician Relationship Management Call / Data Tracking</b>         | Enter encounters, activities and issues simultaneously in seconds.                                  | Web based and mobile optimized – work from a phone, tablet or computer.                             | Spend less time documenting and more time with physicians.                  |
| <b>Pre-Call Planning</b>  | Fast pre-call planning process that converts to encounter note.                                     | Eliminate redundant, manual entries.  | Quick reference of current initiatives and referral volume.                 |
| <b>Reporting</b>  | Track activity and measure ROI with robust reporting.   | Download monthly reports for internal referral and volume data.                                     | Download into PDF for quick print or Excel for further manipulation.        |
| <b>Stark Tracking Non-monetary Compensation Tracking Capabilities</b> | Easily track physician expenditures.  | Allocate by number of providers in attendance related to expenditure.                               | Produce provider summary and detailed by-provider reports.                  |
| <b>Timely &amp; Relevant Internal Referral &amp; Volume Data</b>      | Import internal referral and volume data monthly for easy access and rapid response.                | Data-driven physician targeting and prioritization of outreach activities.                          | Track and report ROI on liaison outreach efforts.                           |
| <b>Track Action Items</b>   | Set up reminders associated with action items. (Birth dates, deadlines, due dates, next call, etc.) | Filter electronic to-do lists by date and completion status.  | Build accountable action plans for issue resolution.                        |

866-651-8701
www.tillerhewitt.com

# TrackerPLUS<sup>+</sup>

INTELLIGENCE & PRM PLATFORM

## A Faster, Better Physician Relationship Management Solution

Equip your team with powerful tools for strategic growth. The **TrackerPLUS Intelligence and Physician Relationship Management (PRM)** platform makes it faster and easier to drive revenue and demonstrate value. You will be more effective as you develop and execute your organization's strategic growth and physician engagement initiatives.

Other platforms burden hospitals and physician organizations with lengthy implementations and minimal ongoing support. Tiller-Hewitt delivers stress-free implementation and a team of subject matter experts who provide comprehensive ongoing referral pattern review, liaison workflow expertise and strategic guidance to help you maximize your outreach efforts.

"By far the most user-friendly system I have seen in over 10 years as a physician liaison and working with liaisons across the country. The customization and customer support are second to none!"

**Focus on Strategic Growth and Accountability with Data Insights**



"Liaisons always need more time in the field. This makes it easier to keep everyone on the same page, initiatives moving forward and issues getting resolved."



866-651-8701

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# Growth Strategy Physician Integration

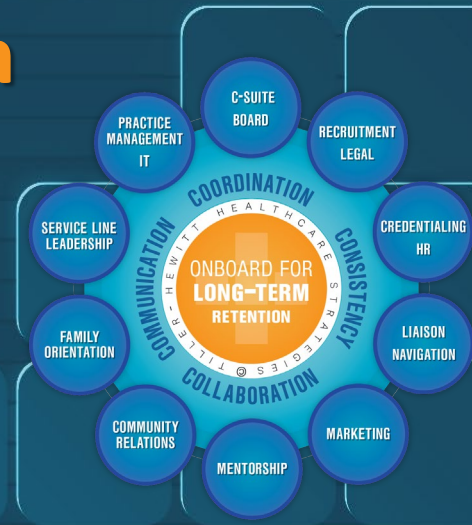
Long-term retention starts way before and goes way beyond recruitment

**01** | Rapid Ramp-Up – Internal Collaboration

**02** | Provider Mentorship Program

**03** | Family Integration Program

**04** | Long-Term Engaged Productive Providers



**TILLER+HEWITT**  
HEALTHCARE STRATEGIES

**CASE STUDY | OnboardLIFE® Improves Engagement, Productivity And Retention**

**Challenge**  
The practice had a high turnover rate from new recruits, and the majority of new hires were leaving within the first 90 days. The practice was struggling to find and retain the right talent. OnboardLIFE was implemented to improve the onboarding process and increase provider engagement and productivity. The practice saw a significant increase in provider retention and productivity within the first 90 days of implementation.

**OnboardLIFE**  
OnboardLIFE is a comprehensive onboarding solution that includes a variety of tools and services designed to help new hires get up to speed quickly and effectively. The solution includes a variety of tools and services designed to help new hires get up to speed quickly and effectively. The solution includes a variety of tools and services designed to help new hires get up to speed quickly and effectively.

**Results**  
The practice saw a significant increase in provider retention and productivity within the first 90 days of implementation. The practice saw a significant increase in provider retention and productivity within the first 90 days of implementation. The practice saw a significant increase in provider retention and productivity within the first 90 days of implementation.

**TILLER+HEWITT**  
HEALTHCARE STRATEGIES

**CASE STUDY | HealthLead360 Accelerates Physician Credentialing and Pay the Price**

**Challenge**  
The practice was struggling to accelerate the physician credentialing process. HealthLead360 was implemented to streamline the process and reduce the time to credential new hires. The practice saw a significant increase in the number of new hires and a decrease in the time to credential new hires.

**HealthLead360**  
HealthLead360 is a comprehensive credentialing solution that includes a variety of tools and services designed to help new hires get up to speed quickly and effectively. The solution includes a variety of tools and services designed to help new hires get up to speed quickly and effectively. The solution includes a variety of tools and services designed to help new hires get up to speed quickly and effectively.

**Results**  
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**TILLER+HEWITT**  
HEALTHCARE STRATEGIES

**CASE STUDY | Health in Class (Hospitals) Improves Satisfaction and Performance**

**Challenge**  
The practice was struggling to improve provider satisfaction and performance. Health in Class was implemented to provide a comprehensive training and support program for new hires. The practice saw a significant increase in provider satisfaction and performance within the first 90 days of implementation.

**Health in Class**  
Health in Class is a comprehensive training and support program for new hires. The program includes a variety of tools and services designed to help new hires get up to speed quickly and effectively. The program includes a variety of tools and services designed to help new hires get up to speed quickly and effectively.

**Results**  
The practice saw a significant increase in provider satisfaction and performance within the first 90 days of implementation. The practice saw a significant increase in provider satisfaction and performance within the first 90 days of implementation. The practice saw a significant increase in provider satisfaction and performance within the first 90 days of implementation.

**TILLER+HEWITT**  
HEALTHCARE STRATEGIES

**Do your physicians help you "seal the deal" or torpedo a wonderful offer?**

**Challenge**  
The practice was struggling to improve provider satisfaction and performance. The practice was struggling to improve provider satisfaction and performance. The practice was struggling to improve provider satisfaction and performance. The practice was struggling to improve provider satisfaction and performance.

**Results**  
The practice saw a significant increase in provider satisfaction and performance within the first 90 days of implementation. The practice saw a significant increase in provider satisfaction and performance within the first 90 days of implementation. The practice saw a significant increase in provider satisfaction and performance within the first 90 days of implementation.

**TILLER+HEWITT**  
HEALTHCARE STRATEGIES

**Building Effective Dysd Teams: A Shared Path to Strategic Growth**

**Challenge**  
The practice was struggling to build effective dysd teams. The practice was struggling to build effective dysd teams. The practice was struggling to build effective dysd teams. The practice was struggling to build effective dysd teams.

**Results**  
The practice saw a significant increase in provider satisfaction and performance within the first 90 days of implementation. The practice saw a significant increase in provider satisfaction and performance within the first 90 days of implementation. The practice saw a significant increase in provider satisfaction and performance within the first 90 days of implementation.

# PhysicianIntegration<sup>+</sup>

POWERED BY TILLER-HEWITT HEALTHCARE STRATEGIES



## Opportunities/Challenges

- Rapid Growth | 75 Annual Recruits
- <10% Experienced Best Practice
- Disparate/Duplicate Processes
- Slow Ramp-up to Productivity

## Results - Featured Publications

- 75+ Participated
- 38 Value Stream Maps
- 142 Action Improvements Discovered
- Master Check List
- 40 Virtual Mentorship Matches (COVID)



- Rapid Growth | 100 Annual Recruits
- Connectivity/Communication
- Retention Safeguards
- Physician Comradery

- 100+ Participated
- 50 Provider Interviews
- 200 Action (Improvement) Items
- Master Check List
- Mentorship Program



Liaison Program Launch  
**onboardPLUS Program**  
Expanded Outreach Team

- Difficulty Recruiting
- Slow Ramp-Up
- High Turnover
- Slow Credentialing Process
- Lack of Internal Collaboration

- Recruited + 150 Peds Subspecialists
- From 14 to 5 months
- From 11.5% to 2.7%
- From 322 to 84 days
- Mentorship Program

healthleaders

BECKER'S  
**HOSPITAL REVIEW**



Named Top 100 Hospital  
for  
"SPEED OF IMPROVEMENT"



- Impasse Between Organizations
- Poor Recruitment/Retention/Staffing
- Toxic Provider Burn-out /Treatment
- Generational "Factions"
- Financial Losses

- Reunited in Mission
- Immediately Retained 2 Hospitalists
- Fully Staffed Provider Team
- Mentorship Program
- Reduced LOS/Re-Adm
- Geo-Rounding Instituted

IBM Watson Health.

