

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: Build Your Strategic Growth Dream Team

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

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HEALTHCARE STRATEGIES





GrowthStrategies⁺

ASSESSMENT, DEVELOPMENT & IMPLEMENTATION

Hospitals⁺ Healthcare Systems⁺ Physician Organizations

Operational Assessments – Strategic Growth Planning – Process Improvement

Service Line & Specialty Growth Development & Implementation

Network Optimization – Physician Engagement – Rapid Impact Strategic Growth Solution



PhysicianIntegration⁺

RAPID RAMP UP & LONG-TERM RETENTION

Physician & APP Integration

Robust Onboarding/Navigation

Mentorship Program

Family/Community Integration

**CASE STUDIES & SOLUTIONS
IN APPENDIX**

LiaisonProgram⁺

ASSESSMENT, DEVELOPMENT & IMPLEMENTATION

Business Development & Physician Liaison

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

LiaisonTraining⁺

ON-SITE & VIRTUAL CONSULTATIVE SALES

LeaderTraining⁺

A COURSE THAT WILL DIFFERENTIATE YOU

TrackerPLUS⁺

INTELLIGENCE & PRM PLATFORM

PRM Tracking Software

Market Intelligence

Referral Data Management

Issue Resolution Tracking



DEMO

2023 Virtual Workshops

Physician Liaison Training

3-Day Workshops

Feb. 7-9 | May 16-18

Aug. 15-17 | Oct. 24-26

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

tillerhewitt.com/virtualtraining

Liaison Team Leaders

2-Day Workshops

April 18-19 | November 7-8

A workshop for Leaders or Aspiring Leaders of Outreach and Liaison Teams. This workshop provides proven techniques and tools to hire, train and lead a successful team of professionals.

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PODCAST

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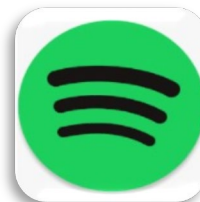
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EVERYONE WINS WHEN THE LEADER GETS BETTER!



Tammy Tiller-Hewitt

CEO
Tiller-Hewitt
HealthCare Strategies



Steen Trawick, MD

CEO/CMO
Christus
Shreveport-Bossier
Health System



Frank Sawyer

SVP Operations
Trinity Health



Devon Hyde

President & CEO
Lake Charles
Memorial Health
System

Disrupt Yourself: The Strategic Growth Imperative

How to Achieve Radical Success with a Singular Focus

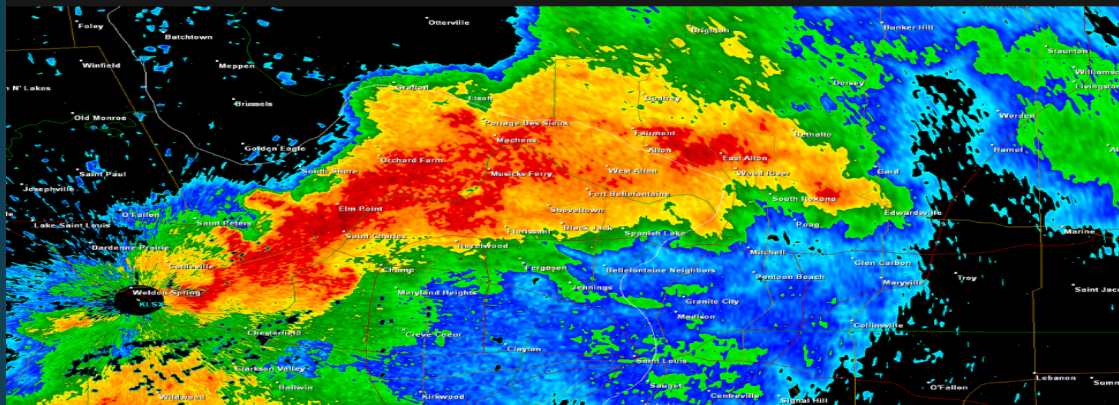
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Disrupt Yourself: The Strategic Growth Imperative

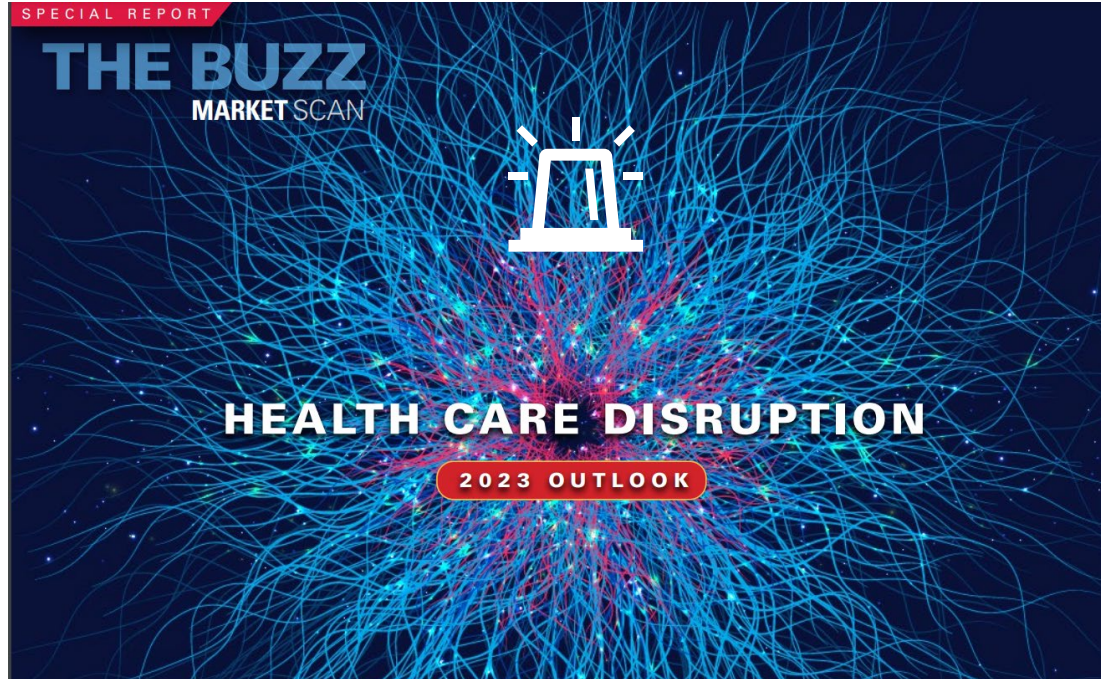
How to Achieve Radical Success with a Singular Focus

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Disrupt Yourself – The Strategic Growth Imperative



Disrupt Yourself – The Strategic Growth Imperative



*Anticipate the Impact
of Change*

KaufmanHall

vizient.



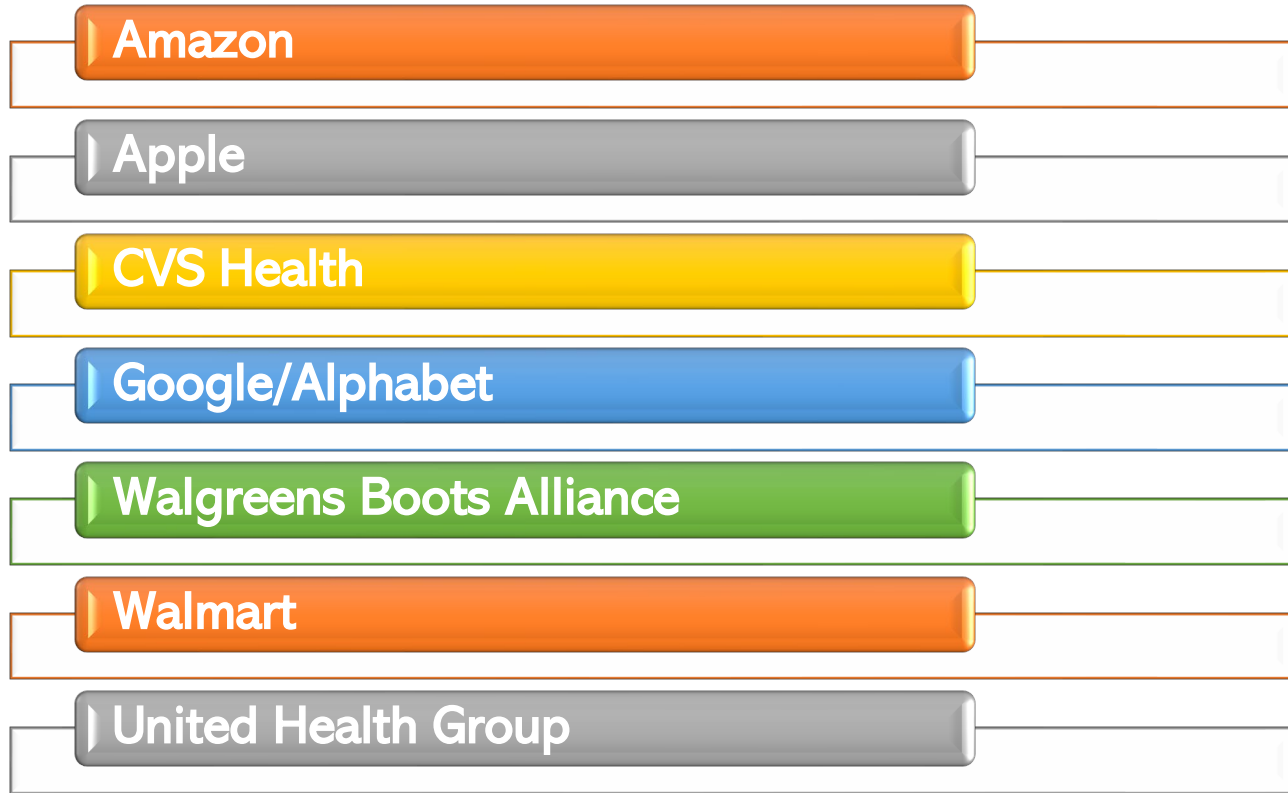
AmericanCollege of
HealthcareExecutives
for leaders who care®



**American Hospital
Association™**

Advancing Health in America

The 7 Biggest Healthcare Disrupters: 2023



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Panelist Bios





Devon Hyde, MBA

President and CEO

Lake Charles Memorial Health System

Lake Charles, LA

As a true strategist in healthcare executive management, Devon leads the way with innovation to win the day – every day with accomplishments in multi-site facility operations, quality and regulatory compliance, continuous improvements, and program management in ever-evolving healthcare environments requiring adaptability and decisiveness to succeed.

An action-oriented change leader and visionary, Devon uses the word excellence as a keyword to success to identify and deliver major restructuring projects, program enhancements, expansion of services, and innovative technology solutions for improved operations, reduced costs and to consistently meet – and often exceed – revenue growth and profitability goals.

Devon has demonstrated success in spearheading projects to increase cardiovascular, orthopedic, and robotic surgeries. Delivered admissions growth, enhanced hiring to provide a wider access for patients, and developed a program to increase patient, staff and physician satisfaction while ensuring continuous improvements in hospital operations.

An influential leads-by-example executive, Devon is proactive in fostering a culture of motivation, respect and accountability to produce top-performing teams with increased knowledge, and informed decision-making to enhance organizational success in alignment with business goals.



Frank Sawyer, MHA

Sr. Vice President Operations
Trinity Health - Oakland
Pontiac, MI

Frank Sawyer has worked for the last 20 years in the healthcare industry, starting as an intern at IU Health's Methodist Hospital through his current role as a Sr Vice President of Operations at Trinity Health - Oakland in Pontiac Michigan. In addition to hospital operations leadership, Frank has experience in physician practice management, public health, and clinical service line strategy development.

Frank hails from Indianapolis, Indiana, and is a graduate of the Ohio University College of Business and Washington University in St Louis for his Master's in Healthcare Administration.

Reflecting on the past two decades in healthcare, and applying lessons learned from leading a hospital through a pandemic, Frank's areas of focus for the future include the following:

- 1) **leveraging emerging technologies** as a vehicle to improve healthcare delivery and patient outcomes.
- 2) **elimination of healthcare disparities**, particularly for people of color.
- 3) **use of design thinking and principles** to create a **more customer-focused** healthcare service that truly puts the patient first.

When not working in the healthcare space, Frank enjoys his time with his wife Katie and two kids, Grace and Austin, as well as golfing, cooking, and staying active outdoors.



T. Steen Trawick M.D.

CEO & CMO

CHRISTUS Shreveport-Bossier Health System

Shreveport, LA

As a Board-Certified Internal Medicine / Pediatric physician in this community for over 22 years, Dr. Trawick is grateful for the opportunity to further impact the health and well-being of our community as the leader of CHRISTUS in north Louisiana, the only faith-based healthcare provider in the region. Among the largest employers in Shreveport-Bossier, CHRISTUS has served residents in north Louisiana for over 125 years. Today, CHRISTUS has over 1400 associates working at CHRISTUS Highland, CHRISTUS Bossier Emergency Hospital, CHRISTUS Coushatta Rural Health Care Center, along with 500+ members of Medical Staff and over 150 volunteers.

In addition to his role at CHRISTUS, Dr. Trawick has served as past President of Shreveport Medical Society and currently serves as Speaker of the House of Delegates for the Louisiana State Medical Society. Dr. Trawick is also a former member of LSU Board of Supervisors and Louisiana State Board of Regents, and enjoys an active role in the community as an Honorary Commander of the 2nd Medical Group at Barksdale AFB, a member of the Shreveport-Bossier Committee of One Hundred and Rotary Club of Shreveport, a former Scoutmaster for Troop 18 and currently an executive board member for the Norwellia Council of the BSA, and a Sunday school teacher at Summer Grove Baptist Church.

Dr. Trawick and his wife, Ronda have two children - a daughter, Allison, graduating from Baylor University and will be starting Medical School at LSU Health Shreveport in the Fall, and a son, Graham, who is a Freshman at Baylor University. When he's not working, Dr. Trawick can be found spending time with his family, cheering on the Baylor Bears, flying airplanes, or running the roads of southeast Shreveport before dawn.



Tammy Tiller-Hewitt FACHE

CEO

Tiller-Hewitt HealthCare Strategies

St. Louis, MO

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 also a board member 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.

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Solutions Appendix



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.

TILLER+HEWITT™ HEALTHCARE STRATEGIES ORGANIZATIONAL NEEDS & CHALLENGES	TILLER-HEWITT SOLUTIONS									
	Strategic Growth Readiness Assessment	Strategic Growth Readiness Assessment, Planning & Execution	Service Line Growth & Development	Provider Liaison Program Ramp-up & Retention	Physician Liaison Program Assessment / Documentation Implementation	Sales 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 – LAKE CHARLES MEMORIAL HEALTH SYSTEM

TILLER-HEWITT™
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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

\$24.3 MILLION Incremental Net Revenue

Market Share Growth



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

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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.

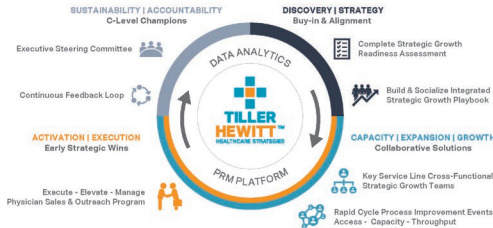
Solution

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.



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

Development and execution of the data-driven physician outreach strategy

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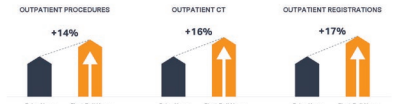
Strategic Growth Readiness Assessment: Discovering the "What and Why"

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



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 intervention 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.

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TILLER-HEWITT RESULTS

ARCHBOLD MEDICAL CENTER

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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

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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.

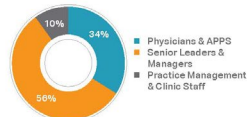


Strategic Growth Readiness Assessment

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



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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



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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



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TrackerPLUS PRM SOLUTION

TrackerPLUS⁺

+ POWERED BY TILLER-HEWITT HEALTHCARE STRATEGIES

FEATURE	BENEFIT	BENEFIT	BENEFIT
EMR Referral and Volume Data Dashboard	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.
Issue Resolution & Opportunity Management	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)
Liaison Activity Dashboard	Customize the dashboard with widgets and graphs.	Review issues and encounters per liaison.	Click-through for more details.
Physician / Practice Demographic	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.
Physician Relationship Management Call / Data Tracking	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.
Pre-Call Planning	Fast pre-call planning process that converts to encounter note.	Eliminate redundant, manual entries.	Quick reference of current initiatives and referral volume.
Reporting	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.
Stark Tracking Non-monetary Compensation Tracking Capabilities	Easily track physician expenditures.	Allocate by number of providers in attendance related to expenditure.	Produce provider summary and detailed by-provider reports.
Timely & Relevant Internal Referral & Volume Data	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.
Track Action Items	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.

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TrackerPLUS⁺

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."



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Growth Strategy Physician Integration

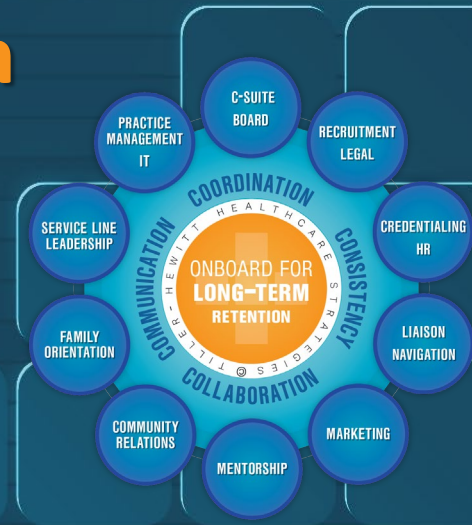
Long-term retention starts way before and goes way beyond recruitment

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 | OnboardLO! Improves Engagement, Productivity And Retention

Challenge
The practice had a high attrition rate from new hires, and the majority of new hires were not staying beyond the 90-day mark. The practice was looking for ways to improve the onboarding process and reduce the time it took to get new hires up to speed. The practice was also looking for ways to improve the onboarding process and reduce the time it took to get new hires up to speed.

Onboarding Time
The onboarding process was streamlined, and the time to get new hires up to speed was reduced from 90 days to 60 days. The practice was able to reduce the time it took to get new hires up to speed by 33%.

Retention
The practice was able to reduce the attrition rate from new hires from 25% to 15%. The practice was able to reduce the attrition rate from new hires by 40%.

Results
The practice was able to reduce the attrition rate from new hires from 25% to 15%. The practice was able to reduce the attrition rate from new hires by 40%.

TILLER+HEWITT
HEALTHCARE STRATEGIES

CASE STUDY | HealthLead360 Improves Credentialing and Pay the Price

Challenge
The practice was looking for ways to improve the credentialing process and reduce the time it took to get new hires up to speed. The practice was also looking for ways to improve the credentialing process and reduce the time it took to get new hires up to speed.

Onboarding Time
The onboarding process was streamlined, and the time to get new hires up to speed was reduced from 90 days to 60 days. The practice was able to reduce the time it took to get new hires up to speed by 33%.

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HEALTHCARE STRATEGIES

CASE STUDY | Health in Class (Outsourcing Claims) Improved Satisfaction and Performance

Challenge
The practice was looking for ways to improve the claims process and reduce the time it took to get new hires up to speed. The practice was also looking for ways to improve the claims process and reduce the time it took to get new hires up to speed.

Onboarding Time
The onboarding process was streamlined, and the time to get new hires up to speed was reduced from 90 days to 60 days. The practice was able to reduce the time it took to get new hires up to speed by 33%.

Retention
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TILLER+HEWITT
HEALTHCARE STRATEGIES

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

Challenge
The practice was looking for ways to improve the recruitment process and reduce the time it took to get new hires up to speed. The practice was also looking for ways to improve the recruitment process and reduce the time it took to get new hires up to speed.

Onboarding Time
The onboarding process was streamlined, and the time to get new hires up to speed was reduced from 90 days to 60 days. The practice was able to reduce the time it took to get new hires up to speed by 33%.

Retention
The practice was able to reduce the attrition rate from new hires from 25% to 15%. The practice was able to reduce the attrition rate from new hires by 40%.

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TILLER+HEWITT
HEALTHCARE STRATEGIES

Building Effective Dysd Teams: A Shared Path to Strategic Growth

Challenge
The practice was looking for ways to improve the team structure and reduce the time it took to get new hires up to speed. The practice was also looking for ways to improve the team structure and reduce the time it took to get new hires up to speed.

Onboarding Time
The onboarding process was streamlined, and the time to get new hires up to speed was reduced from 90 days to 60 days. The practice was able to reduce the time it took to get new hires up to speed by 33%.

Retention
The practice was able to reduce the attrition rate from new hires from 25% to 15%. The practice was able to reduce the attrition rate from new hires by 40%.

Results
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Physician Integration⁺

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.





THANKS FOR JOINING US

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