

MAKE **it** MATTER

**DIGITAL AND FACE-TO-FACE OUTREACH:
UNDERSTANDING THE BALANCE**

TILLER-HEWITT TEAM

Serving Health Systems & Hospitals for 15 Years

Director of Professional Outreach and Physician Relations

- Team with 50+ Years Experience in Physician Liaison/Practice Management
- Nationwide Practice Scope
- Healthcare and Private Sector Leadership Experience
 - Physician Mentor/Coach
 - LEAN Six Sigma Advisor
 - Myers-Briggs Facilitator
 - Health & Wellness Coach



TILLER-HEWITT SIGNATURE PROGRAMS

Physician+Hospital

RELATIONS

Business Development
Liaison Program Launch & Relaunch
Liaison Training & Recruitment
Lean Process Improvement

strategyPLUS+

Market Intelligence
Strategic Plan Implementation
Physician Retreats

onboardPLUS+

Physician & Advanced Practitioner
Onboarding
Navigation & Mentoring



MAKEitMATTER

Corporate Sales Training
Sales Effectiveness
Tools, Techniques & Training

MAKEYouMATTER

Leadership Coaching
Professional Development
Personal Wellness

MEET YOUR PRESENTERS



Deborah Scheetz

Director of Professional Outreach and Physician Relations



Mary Barber

Director of Corporate Communication



WHAT WE WILL LEARN AND DISCOVER TODAY

When to be High Tech



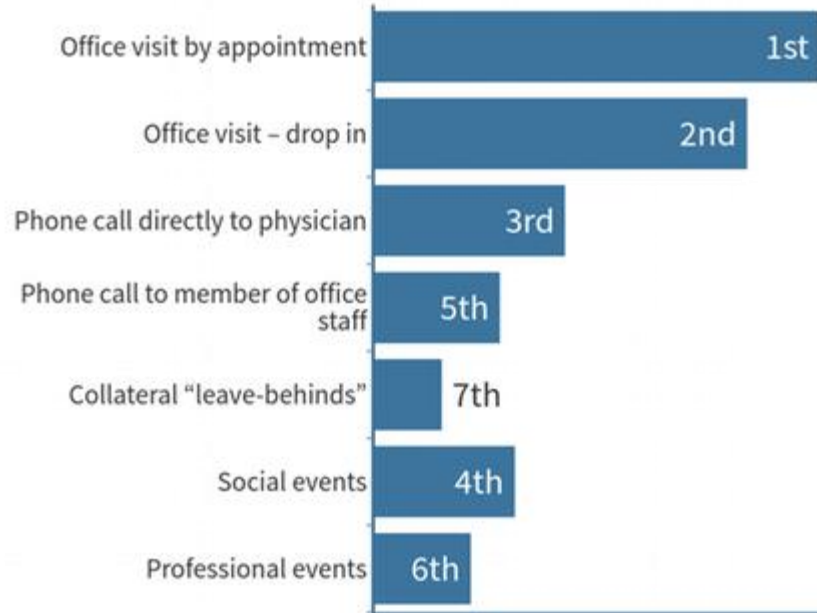
When to be High Touch



AUDIENCE POLL LEARNINGS



LIAISON POLL: RANK THESE “HIGH-TOUCH” OUTREACH METHODS.
HOW OFTEN DO THEY ELICIT AN ENGAGED RESPONSE FROM A PHYSICIAN?



LIAISON POLL: TYPE ONE WORD THAT DESCRIBES YOUR STATE OF MIND WHEN YOU HEAR THE TERM: “SOCIAL MEDIA”



STRIKE YOUR BALANCE: FIVE ESSENTIAL QUESTIONS



1. Who is Our Audience?



2. What is the Objective?



4. What is the Best Channel?



3. What is the Story?



5. How will We Measure Success?

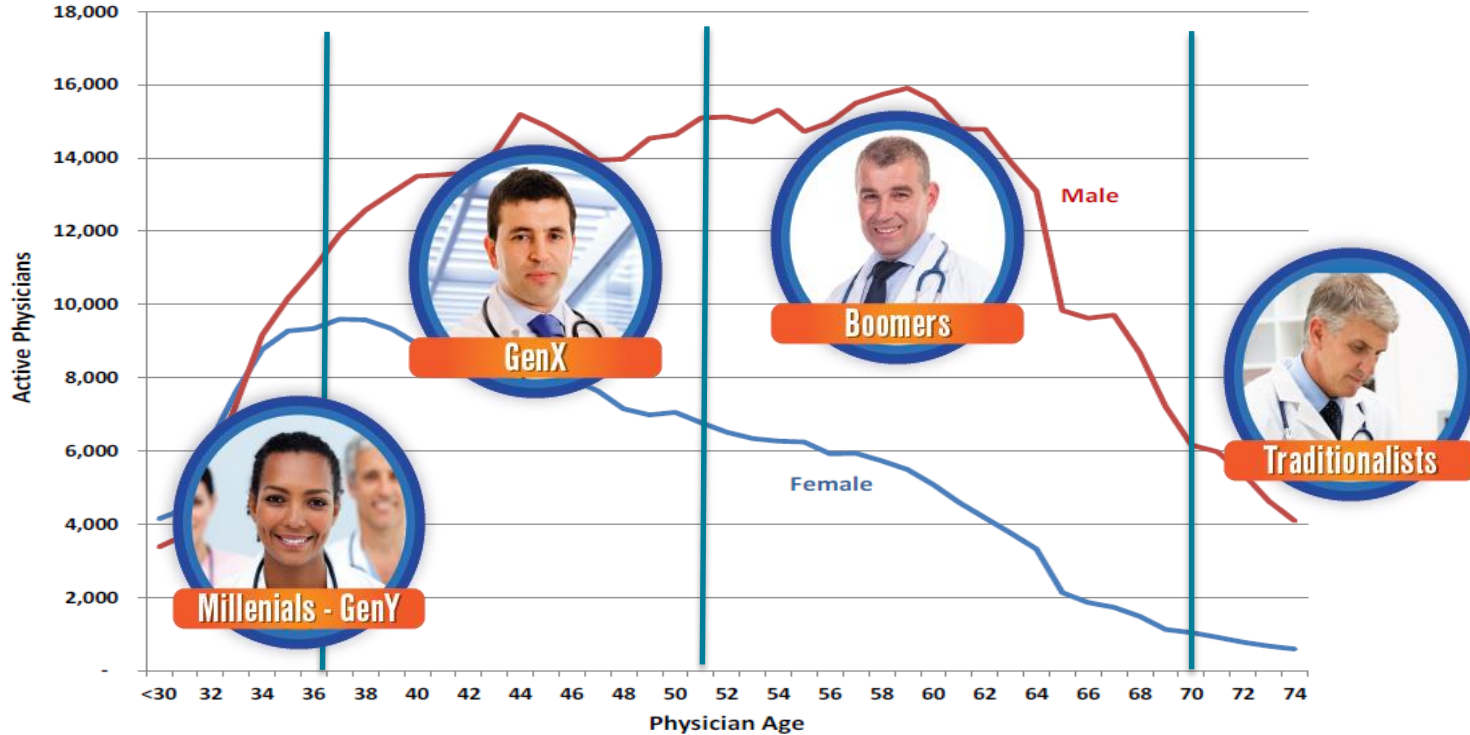


1. Who is the Audience?

Know who they are

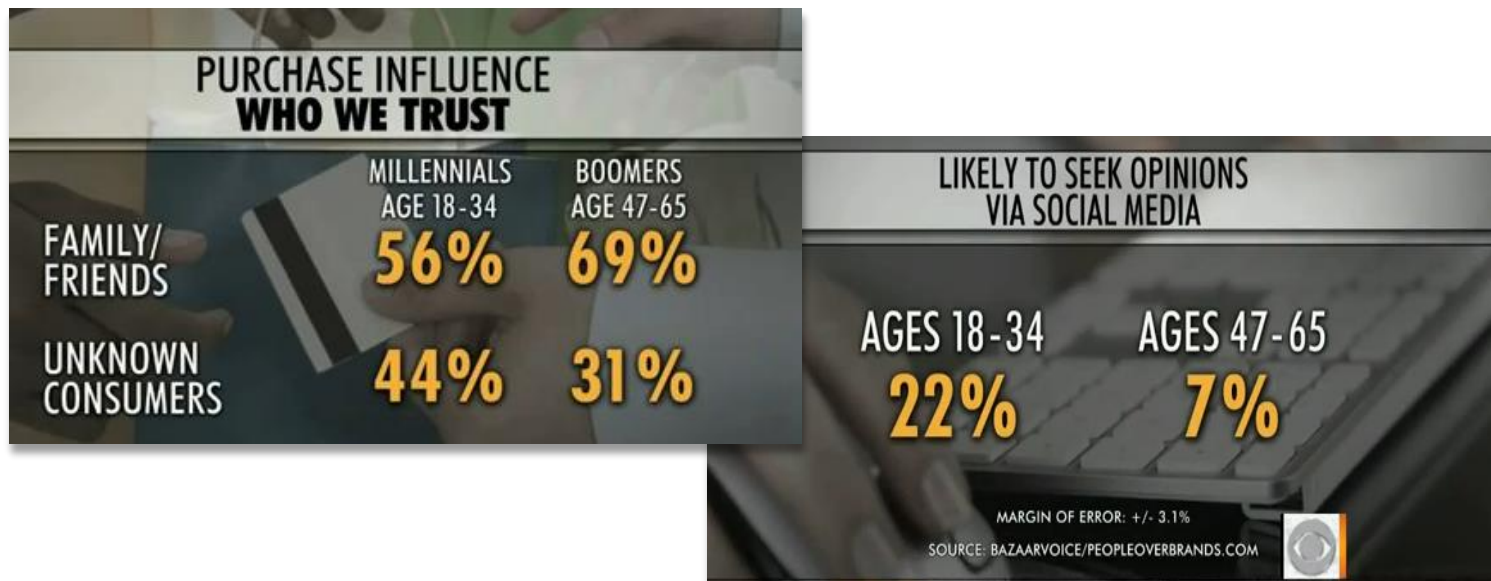
Strategically target them

GENERATIONAL DYNAMICS



Source: The Complexities of Physician Supply and Demand: Projections from 2014 to 2025, April 2016

INFLUENCE ON MAKING DECISIONS



Source: Jason Dorsey, The GenY Guy

COMMUNICATION PREFERENCES

- **Traditionalists:**

Used to formality...

Memos, personal conversation, phone call

- **Boomers:**

Personal call, v-mail, email

- **Gen X & Millennials:**

Cell, text, social media



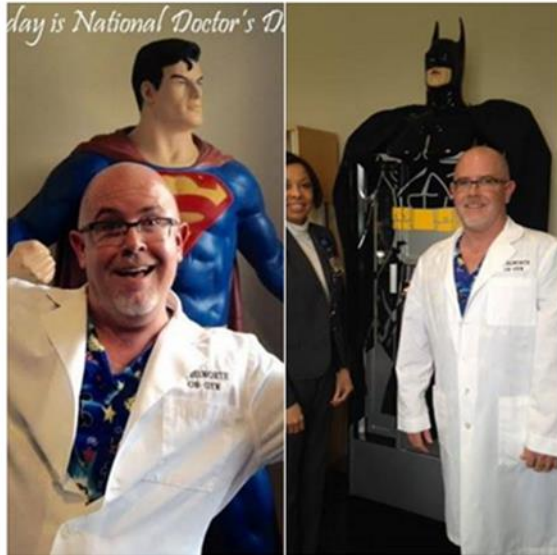
***BEWARE of
Generational
Generalizations***

WE KNOW SOME “SUPER” BOOMERS

 Tiller-Hewitt HealthCare Strategies added 2 new photos.
Published by Angi Lamb Furr (7) · March 30 · 📷

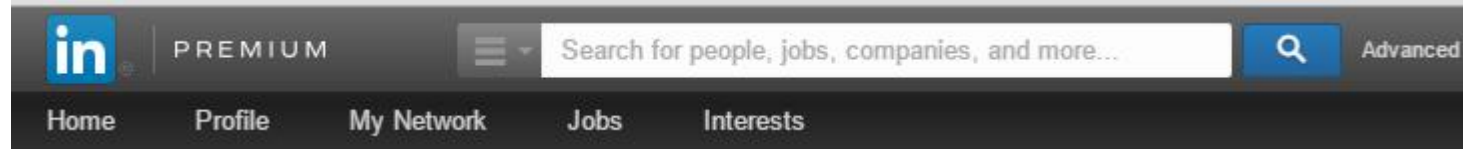
We've waited...and waited...and it's finally here. Today. It's National Doctor's Day!

And we think doctors are SUPER! Tell us about your white coat HERO.



***BEWARE of
Generational
Generalizations***

SUPER-BOOMER: POWER OF ONE-TO-ONE



Hi, Dr. Sample From both Ron Bierman and myself: Congratulations on the great recommendations on LinkedIn, especially for your entrepreneurial spirit. Extending an open invitation from Ron – we would love to do some brainstorming with you...

Sure... You want to be creative and do what no one else is doing in this area? I have a few things happening. Let me know what day works for you!



John Sample, MD
Plastic & Cosmetic Surgeon

BY THE NUMBERS: SOCIAL MEDIA IN HEALTHCARE

At the Patient Level:

- 60% of adults used the Internet to access medical information
- 40% used the information to make healthcare decisions



BY THE NUMBERS: SOCIAL MEDIA IN HEALTHCARE

At the Organization Level:

- Avg. top health system has:
 - 10 Affiliated Hospitals
 - 5 Facebook Pages
 - 4 Twitter Accounts
- 32% of hospital systems have mentioned their doctors on social media
- Systems mentioning their doctors have 443% more followers than their peers

BY THE NUMBERS: SOCIAL MEDIA IN HEALTHCARE

At the Provider Level:

- 60% of physicians' most popular activities on social media are following what colleagues are sharing and discussing
- 2/3 of doctors are using social media for professional services
- 31% of health care professionals use social media for professional networking and development

Source: MDigitalLife



2. What is the Objective?

Your Clear Objective as Liaison

Their “WIIFM” Objectives as Providers

TARGETING: STRATEGIC PLAN IS YOUR MAP

Align your targets with strategic initiatives:

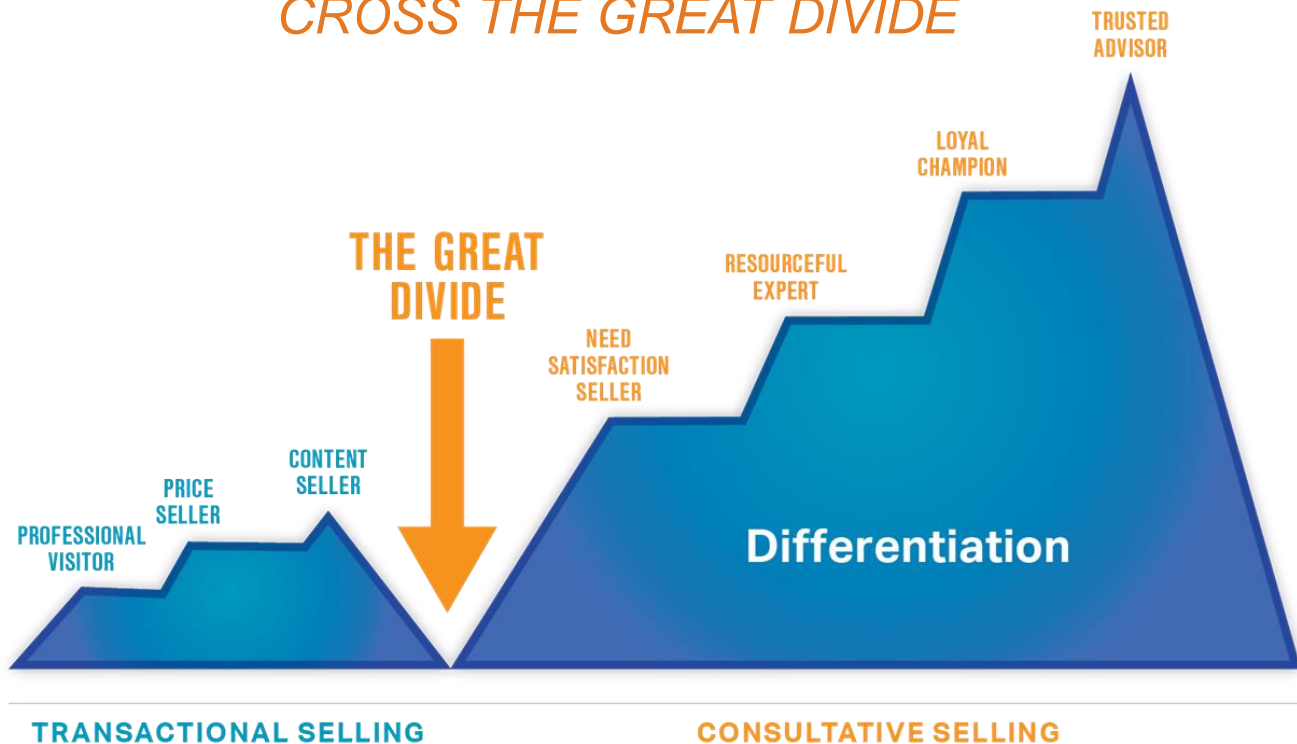
- CEO goals
- Hospital SWOT
- Growth and retention targets
- Past 5 years' targets and trends
- Major initiatives by service line
- Competitive analysis and external intel
- Surveys, score cards and financial reports



Evaluate and Adjust Based on Real-Time Data!

SEPARATE YOURSELF FROM THE COMPETITION

CROSS THE GREAT DIVIDE



THE PROVIDER'S OBJECTIVE: WIIFM

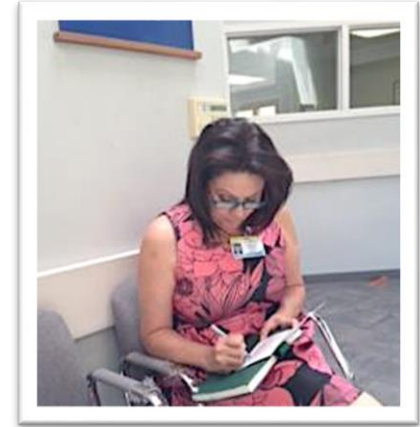
- ✓ Grow the practice by helping patients find them
- ✓ Manage their professional reputation
- ✓ Recruit "A" team providers
- ✓ Share their passion
- ✓ Find collaborators
- ✓ Make surprising connections
- ✓ Make a bigger difference by disseminating work



[Source: Marjorie Stiegler, MD](#)



3. What is the Best Channel?



***Whatever is Easy for Providers!
Whatever Makes Your Story Come Alive!***

SOCIAL MEDIA CHANNELS EXPLAINED



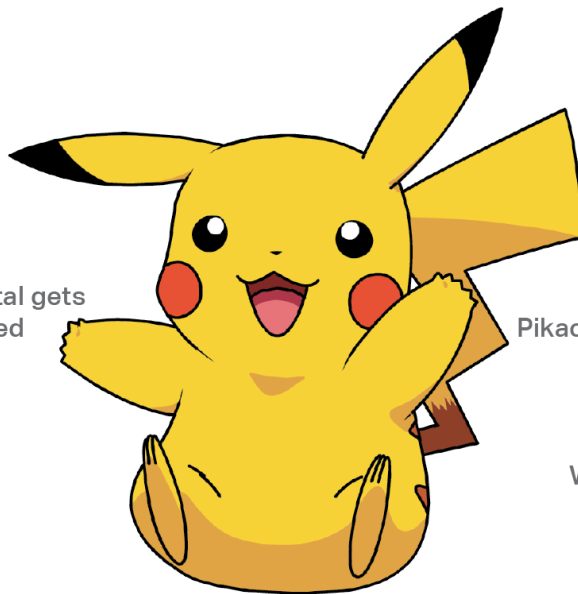
Facebook
I like Pikachu



Twitter
Children's Hospital gets patients out of bed
#PokémonGo



Pinterest
Here's a Pikachu cake recipe



Instagram
Here's a photo of Pikachu



LinkedIn
My skills include Pikachu's electric moves



YouTube
Watch this Pokémon game trailer



4. What is the Story?

Brand Journalism: Focus on Conversations, Not Promotion

Brand journalism involves telling journalism-style stories that make readers want to know more; stories that don't read like marketing or advertising copy.

It means having conversations with your customer, not preaching at them.

Source: brandjournalism.com

DOCTORS' DAY IS EVERY DAY

- ✓ Boost reputation
- ✓ Create brand name awareness
- ✓ Engage in two-way conversations
- ✓ Attract new recruits



Dr. Dang's personality "sells" our hospitalist program all year long.

It's much easier to work on strategy and ask for help when you have an established relationship.

DR. SETH'S STORY GOES VIRAL...

Why this Matters



Dr. Ajay Seth
Orthopaedic Surgeon



We were Dr. Seth's first choice to host an educational forum about this miraculous surgery.

I've been able to ask him to do more surgeries. We have increased referrals and brand recognition.

...LEADS TO SURPRISING CONNECTIONS...

Why this Matters



Collaborating with experts increases credibility and visibility.

When they share with their networks, our visibility expands exponentially!

...AND MAKES A BIGGER DIFFERENCE

WE SOON WILL BE HELPING VETERANS ALL OVER THE WORLD



MAKE IT REAL IN THE FIELD

ALIGNED OBJECTIVES



Provider

- Grow the practice
- Manage reputation
- Recruit “A” team
- Share passion
- Connect and collaborate
- Make a difference



Liaison

- Build the brand and top of mind awareness
- Engage physicians
- Grow referrals
- Create relationships
- Increase market share
- Extend reach

MAKE IT REAL IN THE FIELD

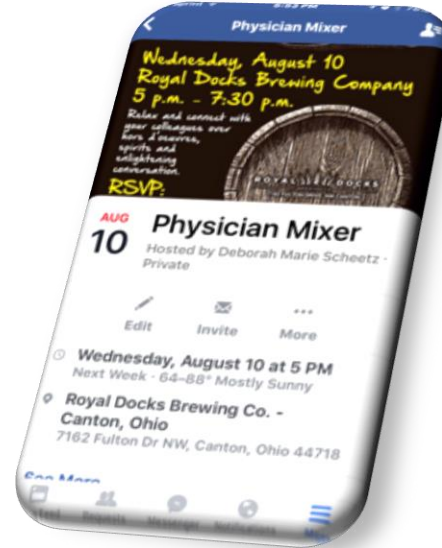


MAKE IT REAL IN THE FIELD



MAKE IT REAL IN THE FIELD

High-Touch



High-Tech



5. How Do We Measure Success?

What Gets Measured Gets Done!

METRICS THAT MATTER

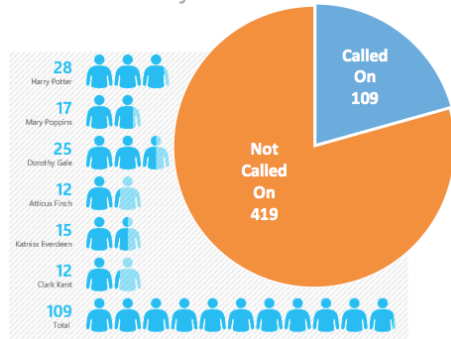
Marketers look at audience engagement aligned with brand strategy:



Liaisons look at outcomes aligned with strategic growth objectives:

Interaction:

YTD Calls by Liaison



Behavior:

Events and Appointments



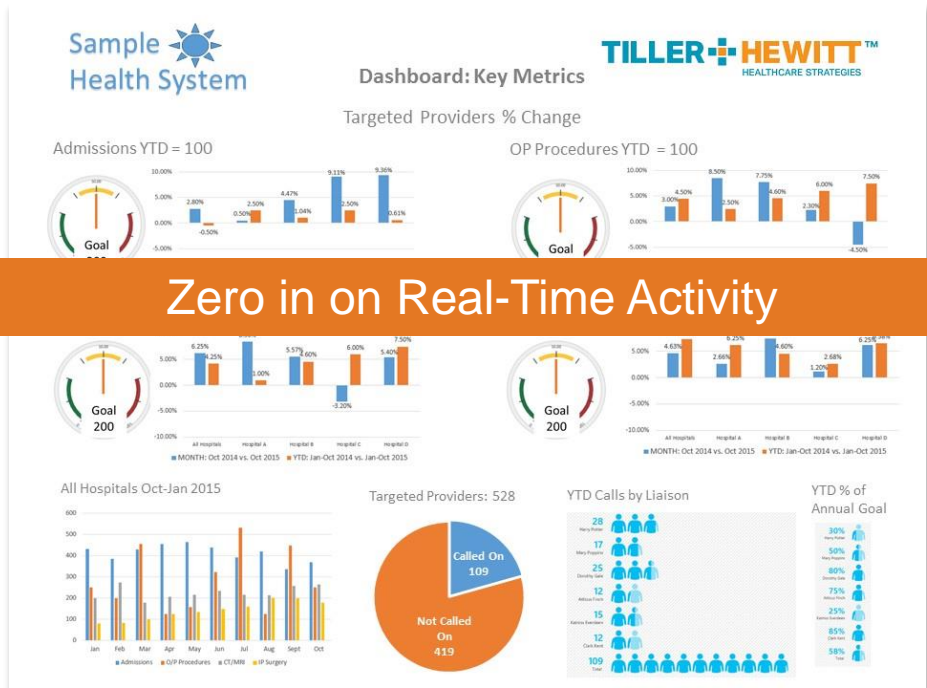
Results:

Referral Activity



DATA-DRIVEN ACTIVITY

Why *DATA* Matters

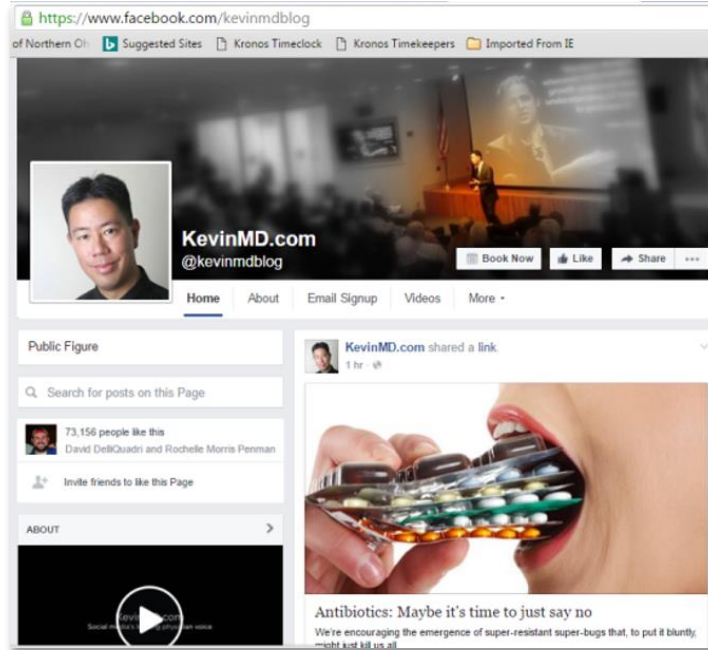


“Without data, you’re just another person with an opinion!”

Combining data with field activity, optimal reporting and accountability, results are not only measurable, they are OFF THE CHARTS!

RESOURCES – IMMEDIACY AND RELEVANCE

- Over 2,000 contributing authors
- Blog chronicles through the prism of a PCP
- Offers highly coveted publishing place for doctors and patients
- Top influencers in healthcare/medicine
- Transforming social media presence into main stream media voice



RESOURCES: FORUMS

Follow on Twitter and join members-only discussion forums:

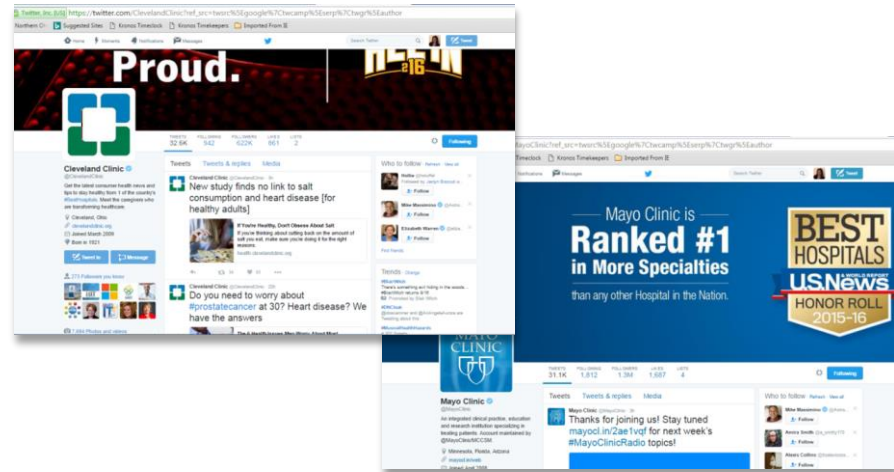
- AAPL American Association of Physician Liaisons @DrLiaison
- Society for Healthcare Strategy and Market Development @SHSMDAHA

Tweet Chats for the latest healthcare conversations:

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

Watch the horizon:

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



RESOURCES: LIAISON LEGACY ON LINKEDIN

FOR LIAISONS, BY LIAISONS

- Profiles
 - Legends
 - Superstars
 - Up-and-Comers
- Tips and advice
- Inspiration: Make it Matter!

TILLER+HEWITT HEALTHCARE STRATEGIES **LIAISON LEGACY**

LEGEND
 Cameron M. McGregor, MSN, RN, FACHE
 System Vice President, Service Integration
 Neuroscience and Spine Institutes
 #liaisonlegacy

SUPERSTAR
 Rob Lyons
 Director of Professional Outreach
 Lutheran Hospital
 #liaisonlegacy

UP-AND-COMER
 Jennifer Ulrich
 Director of Professional Outreach
 Pottstown Memorial Medical Center
 #liaisonlegacy

Liaison Legacy <https://www.linkedin.com/company/liaison-legacy/> **Nurse to System Executive - A Liaison's Journey - Tiller Hewitt**
 Tiller Hewitt does it. Cameron McGregor understands that physician alignment and engagement are more than abstract concepts, she has built her career around making them happen.
 88 impressions 4 clicks 0 interactions 4.55% engagement
 [Sponsor update]
 Like - Comment - Unpin - 25 days ago

Liaison Legacy James Finnen, Baylor Scott & White Health, knows where success begins. To accomplish goals, you must set them. To set goals, you must have a vision.
 [Sponsor update]
 Like (2) - Comment - Pin to top - 4 days ago
 Tommy Tilo-Hewitt, FACHE and Casey Norton, RN
 Add a comment...

Liaison Legacy Relationships matter. And people skills are essential to building those relationships. Check out this article to find out where your people skills rank. <https://hrnlc.pr022275>
Hone Your People Skills to Win the Day
 blog.affinity.org - What does it take to achieve success and influence? Some people think that in today's hypercompetitive world, it's the tough, take-no-prisoners type who comes out on top. But in reality, argues New York Times best-selling author Dave Keiser, MBAs...
 1,907 impressions 15 clicks 13 interactions 1.47% engagement
 [Sponsor update]
 Like (11) - Comment (1) - Pin to top - 12 days ago
 Bobi Oyedijo, Donovan C. French +9
 James Finnen Thanks Tommy and Tiller-Hewitt team for your support of the American Association of Physician Liaisons. I really appreciated your energy and insights at our conference. 5 days ago
 Add a comment...

Liaison Legacy <https://www.linkedin.com/company/liaison-legacy/>
 639 impressions 14 clicks 3 interactions 2.66% engagement
 [Sponsor update]
 Like (1) - Comment - Pin to top - 17 days ago
 Kellee Walker, MSM

RESOURCES



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RESOURCES



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LinkedIn Community

FRIDAY FROM
THE FIELD

Friday from the Field Videos