

CASE STUDY | PHR Transforms In-House Liaison Program into Growth Engine

Challenge

A multi-specialty pediatric hospital in west-central Ohio cares for more than 290,000 patients annually through the hospital, a network of six outpatient centers and three specialty clinics. The hospital recognized that industry changes, such as the dramatic decrease in physicians rounding on hospitalized patients, were creating barriers between the hospital and its referring physicians.

The hospital wanted to elevate its physician relations program from an in-house "service-model" program to a professional business development approach. It wanted to enhance and increase its physician referral base as well as achieve measurable and sustained subspecialty growth.

Solution

The hospital chose the Tiller-Hewitt Physician-Hospital Relations (PHR) program that guaranteed hands-on training, management and robust data measurement with clear, research-based performance goals, instead of just software packages and a "do-it-yourself" method. As part of the PHR program, Tiller-Hewitt also implemented a proprietary Tiller-Hewitt "Service Line Blitz," a 12-week effort focused on an under-performing medical imaging business.

Results

The PHR program tripled the hospital's physician referral base and generated measurable increases in referral activity. In conjunction with the Service Line Blitz, the PHR program included double-digit growth in imaging services. The PHR program team continues to exceed program goals for physician sales calls and new referrals from targeted physicians.

With the success of the PHR program, the executives in the practice management division retained Tiller-Hewitt to launch onboardPLUS+, the new provider navigation, engagement and retention program.

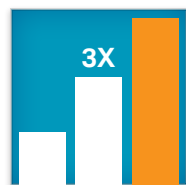


"Tiller-Hewitt showed us a path toward the future: training and management plus data equal outcomes. They brought a partnership as well as a model."

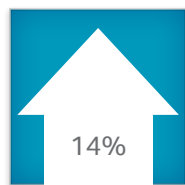
"Our referring physicians see the physician liaisons as their advocates. The PHR program is consultative and data-driven with a purpose, so our liaisons are empowered to fix problems."

Vicki Giambone
Former Vice President, Strategic Partnerships
Chief Business Development Officer
Dayton Children's Hospital

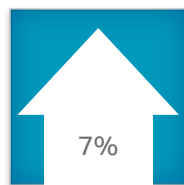
Tiller-Hewitt PHR Program Results



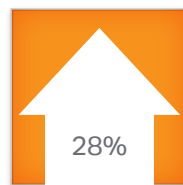
TRIPLED
it's physician referral base



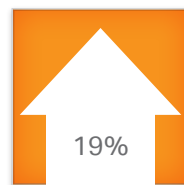
INCREASED
outpatient testing from specialty practices



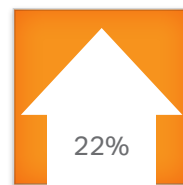
INCREASED
referrals from clinics



INCREASED
outpatient MRIs



INCREASED
outpatient CTs



INCREASED
average for all referred outpatient imaging tests

Tiller-Hewitt Service Line Blitz "Lift"

For more information, please visit us online, call or email info@tillerhewitt.com.