Moving the Needle from Employed to Loyal

Tiller-Hewitt’s Physician-Hospital Relations Program overcomes the mistaken assumption that employment will generate strategic growth.

**Strategy**

- **Established Professionally Trained Sales Force**
  Recruited, hired and trained Physician Liaisons to execute data-driven provider outreach strategy

- **Launch Strategic Service Line Growth Teams**
  LEAN process improvements for greater access

- **Create Network Physician Hospital Relations Council**
  Increase internal collaboration, improve onboarding and accelerate ramp-up

- **Redevelop Referral Tools**
  Increase relevance and effectiveness of branded material delivered to provider offices

- **Target Providers**
  Strategically act on shifts in referral patterns with real-time data

**Action**

- **Trained**
  5 professional outreach liaisons, equipped and accountable for implementation in the field

- **Monitored**
  634 targeted referral sources, aligned with the strategic goals of the organization, to assess growth opportunities and redirect efforts

- **Conducted**
  73 physician ride-along events, seeing a total of 506 providers and strategic referral sources

- **Completed**
  2,832 face-to-face, strategic interactions with advanced practitioners and physicians

**Results: First-Year Growth in All Targeted Areas**

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% Change Year-Over-Year
- Targeted Employed Providers
- All Targeted Providers (Employed & Independent)

*Includes contracted Hospitalists

**Results: Reduced LOS**

**38%**
Decrease in Length of Stay for Specialty Hospital Referrals

**Results:**

**More Efficient Operating Room**
- Faster Robotic Turnover Time Improved 18%
- On-time Operating Room Starts Increased 20%
- Nine Out of 10 Surgeries Underway Within 15 Minutes of Scheduled Start

"I have been VERY IMPRESSED WITH THE RESULTS from outreach visits to providers. My Oncology program has grown in just 7 months, TRIPLING THE NUMBER OF PATIENTS treated at the hospital and INCREASING THE NUMBER OF CASES I CAN DO IN A DAY BY 50%.”

Employed Oncologist