TILLER - HEWITT M HEALTHCARE STRATEGIES

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

Increase internal collaboration, improve onboarding and accelerate ramp-up

REDEVELOP REFERRAL TOOLS Increase relevance and effectiveness of branded material delivered to provider offices

506 providers and

TARGET PROVIDERS Strategically act on shifts in referral patterns with real-time data

Action



professional outreach liaisons, equipped and accountable for implementation in the field

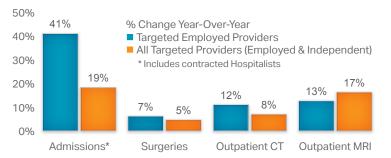
MONITORED 634 targeted referral

sources, aligned with the strategic goals of the organization, to assess growth opportunities and redirect efforts

COMPLETED 2,832 face-to-face,

strategic interactions with advanced practitioners and physicians

Results: First-Year Growth in All Targeted Areas



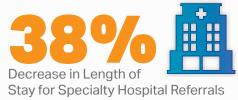
REGIONAL HOSPITAL NETWORK SERVING 23 COUNTIES

Strategic Service Line Growth Teams Focus on improving access and processes in Radiology, IP Admissions and Surgical Services



Teams include key staff and end users in all areas

Results: Reduced LOS



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