

# Kristi Beck

## Texas Oncology Liaison





# Objectives

- ❖ Role of Liaison
- ❖ Branding Your Practice
- ❖ Developing Networking Circles
- ❖ Identifying Practice Advocates

## Role of Liaison

**Provide critical connections between physicians, employees and community**

### ❖ Physician Outreach

Analyze referral patterns and trends in local markets and create a strategic marketing plan to develop new referral sources, develop incremental referrals from existing sources, maintain and enhance existing relationships with existing referrers, re-establish referrals from dormant referral sources.

### ❖ Referral Tracking/Reporting

Meet with practice management to review progress and achievement of strategic marketing plan, such as, successful contacts, information gathered, and promotional and marketing for the forthcoming period.

### ❖ Practice Involvement/Operational Impact

Shares customer feedback and statistics with practice management and financial team. Ensures timely follow-up and problem resolution based on customer feedback. Tracks and documents marketing activities and results.

### ❖ Research Competitive Community

Productive questions to referring practices, using internet information and secret shopping

# Branding Your Practice

- ❖ Development of marketing materials that helps communicate services offered to referral practices
- ❖ Delivery of practice marketing material, such as referral pads, brochures, and other relevant literature to referring offices
- ❖ Soliciting feedback on practice performance, service levels, and value/usefulness of materials delivered
- ❖ Organize lunches, office tours for staff or physicians
- ❖ Plan and schedule peer to peer meetings and dinners
- ❖ Identify opportunities for physician speaking engagements and other PR type of activities

# Develop Networking Circles

- ❖ Referring physician patterns from PCP to relative speciality
- ❖ Physician Community Involvement
- ❖ Collaboration of Practice Oncologists with referring community of physicians

# Identifying Practice Advocates

- ❖ Analyzing data to find consistent referral patterns in physician community
- ❖ While making office visits, make the “total office call” to see who is familiar with TxO
- ❖ Have conversations with patients, get their feedback
- ❖ Get involved with community events who support TxO philosophy and values

# This is what I live for!



TEXAS  ONCOLOGY

More breakthroughs. More victories.