

EVERYTHING

PHYSICIAN LIAISON

— all-encompassing guide



FYZICAL[™]
Therapy & Balance Centers

EVERYTHING YOU NEED TO KNOW ABOUT PHYSICIAN LIAISONS

The physical therapy industry has changed in the last 5 years and there is a great deal of competition out there. Tack on declining reimbursements and you've got some real challenges to face. It's likely you know this all too well.

One thing that can help combat these problems is employing a great physician liaison. A physician liaison may be just what you need to bring in more referrals in your practice and build your reputation as a leader in physical therapy in your area.



Benefits of a physician liaison program include:

- **Locating and securing business from new referral sources**
- **Strategically promoting the practice's services, treatments, etc.**
- **Improving the practice's reputation**
- **Positioning the practice's PTs as experts in the field**
- **Managing negative feedback quickly and efficiently**
- **Keeping the practice aware of any changes in the marketplace**

So, how can you hire the best physician liaison for your practice? This guide will show you the most important traits to look for in a physician liaison hire, as well as what their responsibilities include, what goals they should have and what to expect when tracking the success of the physician liaison.

Keep reading to find out more!

Common Problems Facing Physician Liaison Programs

Let's get the negative out of the way first. There are a few problems you could encounter when employing a physician liaison:

- **The person you've hired isn't cut out for the job** – Physician liaisons have to have both selling and consulting skills, however, they *don't* have to have a clinical or pharmaceutical background to be successful (although it helps!). Your liaison needs to be a critical thinker and good at social interaction. It is also important that he/she can contend with physician egos.
- **Your liaison keeps visiting the same providers who are already referring patients to you** – It's SO important that your liaison DOES visit physicians that are already referring to you. In fact, they should regularly stop by their offices to thank them with a gift or hand-written note. However, they must continue reaching out to new referral sources. As the owner, you can work with your liaison to determine new offices to secure and when to visit them.
- **You're having a hard time quantifying the investment in a liaison program** – Think of the liaison program as a long-term marketing campaign. You have to track your marketing success to see where your money was best spent. You need actionable objectives for your physician liaison. Your liaison should have goals and deadlines that you can track and measure the success of his/her efforts.
- **Your liaison is getting in front of the right people, but not making much progress increasing referrals** – INFORMATION, FREQUENCY, RESPONSE...
These terms are key to your liaison's success with referral sources. Your liaison needs to be familiar with everything happening in your practice and they should be regularly informing local physicians of the latest information on how your practice is using the latest rehab technology, giving the highest quality care and curing patients faster than ever. They have to regularly stay in touch with these physicians to maintain a relationship with them. Once the

physicians send referrals your way, the liaison should report results of their patients back to the referring physicians so they can stay informed on how their patients are doing and know they sent them to the right PT practice.

- **Hard to manage / Your liaison spends too much time determining priorities and putting together reports** – It can be challenging managing an individual spending the majority of their days on the road. Are they on the golf course? Planning and reporting are important and necessary responsibilities of the job, but your liaison's main focus should be getting out in the community and getting in front of referral sources. During a typical 8 hour work day, the liaison should spend maybe 2 hours on admin work (planning, documenting, reporting, etc.). The rest of their day should be spent building relationships. A great plan is worthless if there is no follow-through.

These problems can be avoided by hiring the right person and giving them the right training. This leads us to the next section: traits to look for in a physician liaison. Putting in the time and effort to hire the BEST physician liaison for your practice can eliminate all of the problems above...

6 Traits to Look for in a Physician Liaison

We suggest you look for these 6 traits when you're hiring a physician liaison for your private practice, so you can potentially avoid the problems mentioned above.

1. Self-motivated
2. Excellent communicator
3. Education or experience in a similar field
4. Professional appearance and conduct
5. Likeable and friendly
6. Organized



These traits might seem obvious but it is important to remember these overarching traits at all times during your recruiting and training paths. It could be the difference between both you and the liaison's success/failure. There may be additional criteria you determine is important in your practice, it's just imperative that your physician liaison understand the importance of referrals and possess the qualities to get them.

The Role of Your Physician Liaison

The key role of your physician liaison within your private practice should include:

- Referral management
- Coordinate referral data
- Promote and grow surgical/specialty referrals
- Branding and coordination of practice collaterals that best serve referral sources
- Ongoing communication with referral sources
- Coach staff on referral management

Recruiting, Training, Motivating, Supervising, and Administering Your Liaison

Think you're ready to hire a Liaison? FYZICAL can help out. In fact, FYZICAL has:

- The exact recruiting ad you should place in your marketplace
- The exact interview questions you should ask your potential candidates
- The exact training program you need to implement in liaison's first 90 days
- The exact compensation structure you should place with your liaison
- The exact reporting structure needed to properly manage your liaison
- And *everything* you need to start flooding your practice with more referrals



The position of a physician liaison is somewhat new in the medical field but is very important in the changing landscape of physical therapy.

Physician liaisons are primarily responsible for developing relationships with physicians in order to facilitate beneficial referring practices. Liaisons can also be beneficial in building a strong presence and reputation in your community.

As a private practice owner, it is important to consider this guide when looking to hire a physician liaison for your practice, or even if you want to improve your *existing* liaison program within your practice.

To learn more about increasing referrals and best hiring practices, we host a free event for physical therapy practice owners. At this event, you will gain business knowledge and insight to grow your practice despite an uncertain healthcare future.

Visit www.theptrevolution.com to register today!

Sources

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