

# Liaison Impact Steadily Increases with Physicianology™ Utilization

## SITUATION

The team at an East Texas health system needed to elevate their physician liaison program and gain more executive support and active involvement. In order to do so, they defined the following goals and desired outcomes:

- Build loyalty
- Resolve issues
- Decrease leakage
- Increase presence in key markets

## SOLUTION

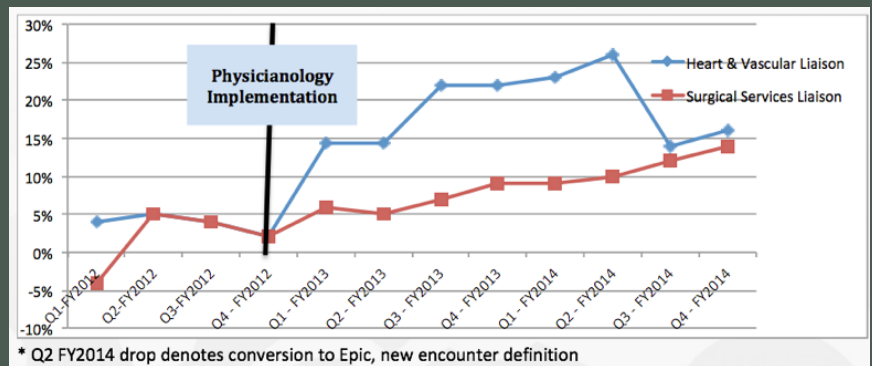
The health system's team knew they needed a physician referral management system to achieve their defined goals, so they looked to the experts at Welltok and the Physicianology PRM solution. They utilized Physicianology to create targeted physician lists based on specialty/geography. Using these lists, they then assigned liaisons to physicians. Those liaison teams then completed a set number of qualified visits with those physicians each week, and participated in weekly liaison team meetings.

Welltok met the challenge the organization presented, and automated a monthly update of their liaison report so they could track their own progress. They trained the teams on-site at least twice per year. They participated in one-on-one meetings with liaisons to assist with targeted list creation, then created and delivered ad hoc reports as needed. The Physicianology solution was updated four times in two years to address changes to the functionality that the liaisons requested.

## SUCCESS

Using Physicianology, the liaison teams monitored the utilization of assigned physicians. As a result of the partnership between the health system and Welltok, the organization saw a steady increase in the admission growth of the client liaison assigned targets. This data proved the impact of their efforts to stakeholders, which secured the executive support and involvement they needed. Physicianology was implemented in the fourth quarter of 2012, and the chart to the right shows the growth of both the heart & vascular and surgical liaison teams over the following two years.

Client Liaison Assigned Targets Adjusted Admission Growth



## CLIENT PROFILE

Location: East Texas  
Size: 404 Beds

Description: This health system includes six hospitals (acute and specialty) as well as the area's preferred multispecialty medical group, with over 330 physicians and advanced practice providers representing 36 specialties in 31 locations serving East Texas.