MPR: Managing Physician Relations

Contact management specifically for healthcare.

Plan, execute, track & integrate your strategies to grow new physician referrals while retaining existing relationships.

MPR integrates physician contact activity with targeted sales plans to drive your organization's physician relations strategy.

MPR Advantages

Its relationship planner/manager function organizes the steps to each physician strategy, whether growth, retention or recruitment.

In-depth physician relations reporting capabilities
- Liaison reports for organizing work
- Management reports for measuring and monitoring progress
- Custom reports produced monthly at no additional charge

Fast, painless documentation of activities, discussions and outcomes. MPR has fully customizable field structures, pop-up menus and checkboxes.

Built-in issue management functionality
- Identify and categorize concerns
- Assign responsibility; timely email communication
- Manage resolution and measure response metrics

Physician feedback and market intelligence is captured quickly, easily. The software contains survey tools to gather and report physician interests.

LVM Support

Work with a team committed to customer service.
- 18 year track record, exclusively in healthcare
- Dedicated training staff and web-based tools providing user training both on-site and off-site at all levels of knowledge and need
- More than 15 customer support team members
- Customization, implementation, data conversion and training all provided at no additional charge

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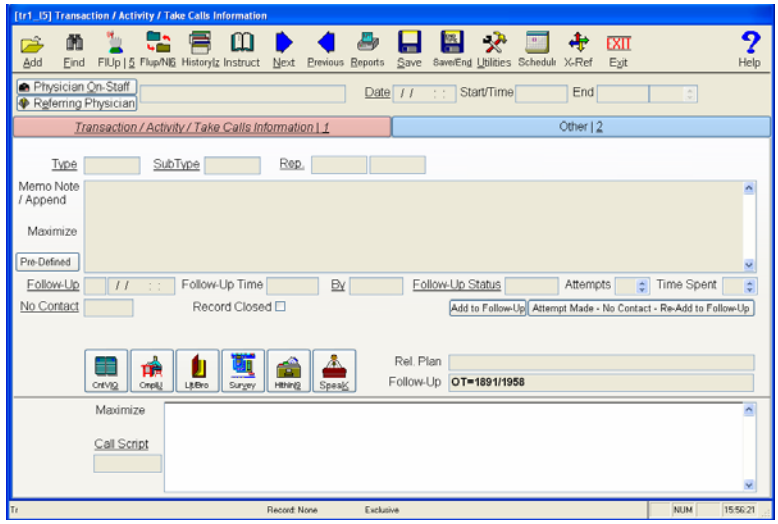
The main transaction screen of MPR serves as a home base for any and all encounter activity to be recorded.

With one click, the icons drive the following functions:

- Contact manager
- Issue Resolution
- Letters/Print Fulfillment
- Sales Advancement
- Message Manager
- Speakers Bureau



Contact Manager tracks specific visit or meeting information, including date, time spent, topics of discussion, and scheduled follow-up activities.

Issue Resolution tracks physician or practice complaints by category and provides the structure to manage them through to resolution. Similarly, market intelligence can be captured, categorized and quantified for sharing with management.

Literature/Print Fulfillment manages the inventory of communication templates as well as marketing brochures, forms and tschochkes which are sent or hand-delivered to practices routinely. Letters and mailings are easily managed with a merge function.

Sales Advancement questionnaires and satisfaction surveys are automated within the software for quick capture of information post-visit. This is an essential function for gathering feedback and market research.

Message Manager is a library of information files which may be helpful leave-behinds. Think of them as “service detail” sheets. It can also be used to store lists of internal resources—quick references and answers to common questions.

Speakers Bureau facilitates the promotion of staff physicians or affiliated specialists to referring physicians. It can also serve as a database of physician speakers (and topics) to satisfy community requests.

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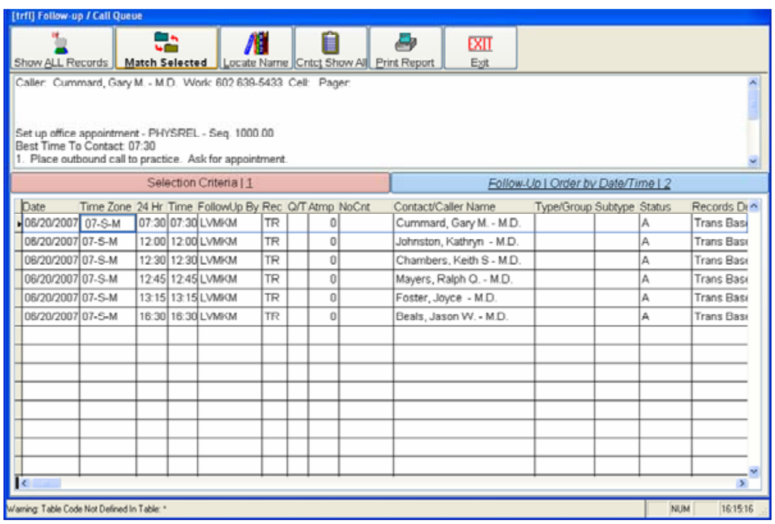
Beyond Managing Contacts

Central to MPR is the system's Relationship Planner and Manager module. It enables the physician relations team to create detailed physician "sales" plans specific to its strategies of recruitment, growth and/or retention. Each strategy includes a series of contact activities (calls, visits, mailings, surveys, invitations, etc.) which guide physician liaisons in advancing individual physician relationships.

The relationship planner supports liaisons by automating their workflow. Follow-ups can be activated on a *routine* basis, driven by individual relationship plans, or *manually*, based upon the events of a specific physician contact.



This follow-up queue displays a To-Do list for the physician liaison.

The view box (top of screen) displays the action for the first task: in this example, a reminder to call Dr. Gary Cummard to set up an initial office visit.

MPR is built on a robust MS SQL relational database which integrates the functions and information physician liaisons need for top performance.

Perhaps the biggest advantage of the MPR software is admissions tracking.

- Allows import of patient admissions or accounting data for analysis
- Referral volume information is filtered by physician to prove the value of liaison activity
- Representatives can monitor actual referral behaviors as well as calculate admissions revenues

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The Call Center – Physician Relations Synergy

Approximately 600 US health systems operate healthcare call centers which act as communication hubs between the hospital and its audiences: physicians, patients and consumers. Their common services - consumer to physician referral, physician to physician consult, hospital transfers and nurse advice – support the same physicians targeted by physician relations.

Working from a shared database offers a more complete, enterprise view of hospital - physician relationships. Physician liaisons can view or print reports on the number of patients directed by the call center to a particular physician. Conversely, the MPR software can also import and track the volume of patients referred by that physician to the hospital.

In preparation for an upcoming physician contact, a representative can pull consumer demand reports to share with the practice, including:

- Counts of referrals and appointments driven by the call center
- Any reasons consumer appointment requests could not be directed to that practice (or went to other practices)
- Top demand attributes: insurances accepted, location preferences, first available appointment timeframes, and procedures sought (specific to specialty).

With another keystroke, the representative can access a list of upcoming programs and meetings of interest to physicians (CME) and office staff.

If you are helping the physician grow his/her practice, verify physician profile data at your meeting. Physicians' special interests, insurances accepted, procedures performed and special practice attributes, such as languages spoken, or evening/weekend hours make a difference. It is sometimes these details that accommodate consumer preferences and drive new patients.

Your organization's call center may provide additional services of interest to the practices you visit. Among them:

- Post visit patient satisfaction surveys
- 24 hour physician hot-line (comments or concerns)
- Appointment or well-care reminder calls
- After–hours triage (for primary care physicians)
- Disease management classes or programs

Although Managing Physician Relations (**MPR**) can operate as a stand-alone product, it also fully integrates with LVM Systems' E-Centaurus call center software, used by more than 150 health systems nationally. The call center-physician relations synergy leverages a powerful enterprise CRM solution and targets it specifically to your physician audience.

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