



PHYSICIAN RELATIONSHIP MANAGEMENT

A Technology-Driven Physician Alignment Strategy



The Power of Relationships.SM



strategy + technology

Since 1989, Aegis has demonstrated success in the application of reimbursement-sensitive hospital business development strategies. By targeting employers, Aegis has assisted hospitals in the delivery of quantifiable benefits for employers while improving the hospital's payor mix, bottom-line profitability, and return on investment (ROI).

Aegis has parlayed its knowledge and success in building strategic relationships with employers to the physician community through the development of a Physician Relationship Management (PRM) Program. Fundamental to the Aegis approach is a focus on strategy and technology to improve physician alignment.



Despite the rise in healthcare consumerism, physicians remain the primary driver of healthcare decision-making. The issue of physician alignment has become a greater concern for hospital executives nationwide for a variety of reasons...

- Physicians once loyal to the hospital have become a competing market force.
- Due to the far-reaching demands of regulatory compliance and ever-decreasing reimbursement models, physicians are seeking to increase income and efficiency.
- Physicians are more entrepreneurial and interested in joint ventures such as imaging and ambulatory surgery centers.
- The increased use of hospitalists, or intensivists, has led to further erosion of the relationship between the hospital and physician.
- Reimbursement models based on quality and performance demand a high level of coordination between the hospital's administration, staff and medical community.
- Anticipated physician shortages and poor physician morale give hospitals with a proactive physician relationship management program a competitive edge in physician recruitment and retention.

Most hospitals engage in some level of physician relations; however, few are able to demonstrate value. What separates Aegis' Physician Relationship Management program above others is its continued reliance on strategy and technology to build sustainable physician alignment.

Our Strategy

When collaborating with a client hospital, Aegis evaluates the current strategic development plan to identify opportunities to deepen physician engagement and expand service line utilization. We focus our approach on the service lines with the greatest opportunity for growth based upon current market share and organizational capacity. We then evaluate the current physician referral patterns to those targeted service lines. The initial focus of the Aegis Physician Relationship Management program is growth and expansion of existing physician relationships. As such, Aegis develops a physician alignment plan concentrating on physicians who offer the best opportunity for growth while also addressing the primary needs and goals of the hospital and its physician community.



Physician Alignment

Aegis hires, trains and manages a Physician Relations Specialist (PRS) for the benefit of our hospital client. The PRS is a highly skilled business development professional who is well versed in accessing the physician and creating meaningful dialog to determine the needs and issues of each physician. The PRS acts as a vital communication link to support the mutual goals of improved efficiencies and quality care by:

- Disseminating information related to new hospital policy, procedures, technology and other service line updates.
- Acting as the hub of the wheel to resolve issues between the hospital and physician.
- Facilitating meaningful physician-to-physician introductions and interactions.



Technology

Physician relationship building and management requires effective data gathering and tracking. Many hospitals use costly systems with limited options for customization. Aegis' solution to this issue is PRISM, a unique and proprietary database and contact management software package designed specifically for physician relationship management initiatives. Volume forecasting, performance metrics and frequent reporting ensure the accountability of the PRM program.



Read on to learn about the PRISM Advantage...

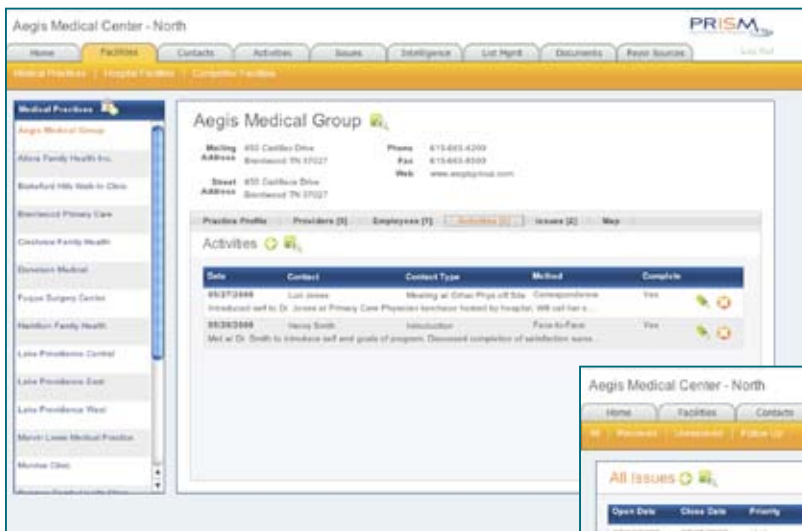
The PRISM Advantage

PRISM offers detailed and robust physician practice profiling. This database will be the most up-to-date physician information available to other hospital departments including medical affairs, recruitment and credentialing.

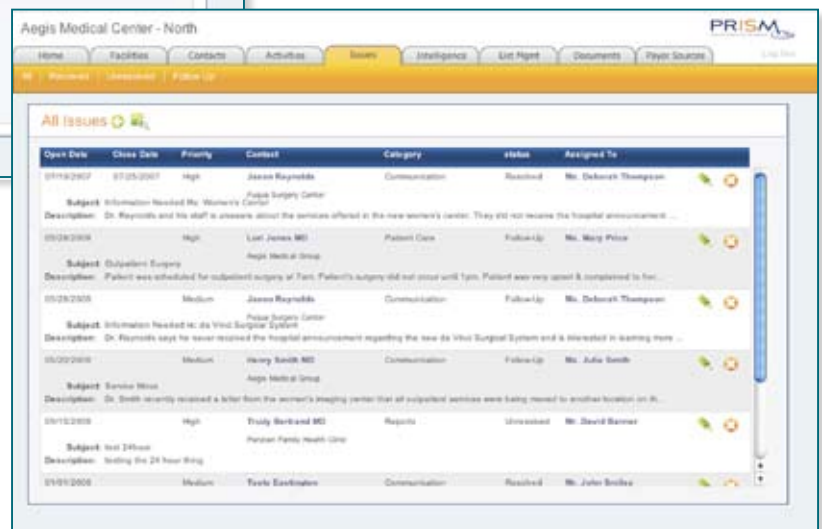
- PRISM is browser-based, user-friendly and customized to fit the needs of each hospital.
- Real-time data reporting (physician activities and contacts, issues and market intelligence) drives the PRM process to be responsive and results oriented.
- By integrating hospital volume data, we are able to link PRM efforts with results to demonstrate market share gains and overall ROI. Physician interaction can be targeted based on demonstrated results.

Responsive issue management closes the loop of identification, resolution and feedback. PRISM ensures timely issue management and uses automated e-mails for efficient communication. The goal of PRISM is to allow the PRS to manage the process unencumbered by administrative and logistical detail. The power of the PRM program is its focus on interaction with the physician to improve alignment and support service line growth.

Physicians and employers represent the bulk of potential hospital consumers. Aegis successfully unites these key relationships that drive revenue to our hospital clients through the utilization of effective strategies and advanced technologies.



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For more information on the PRM Program:

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