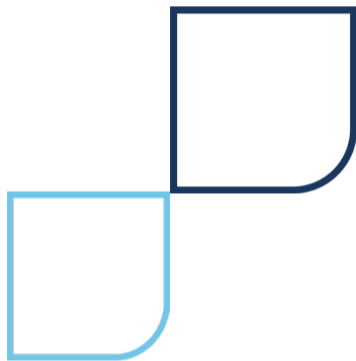

EVERYTHING YOU NEED TO KNOW ABOUT PHYSICIAN LIAISONS

INTRO

If you're ready to take your practice to the next level, a great physician liaison program could help you get there!

A physician liaison will bring in more referrals and build beneficial relationships in your community. Physician liaisons are primarily responsible for developing relationships with physicians in order to facilitate beneficial referring practices, but they can serve your physical therapy business in many more ways. Liaisons also serve as a brand ambassador to increase brand awareness and improve your reputation in the community.

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



Benefits of a physician liaison program include:

- New referral sources (i.e. a more diversified referral network)
- Increased physician and direct access referrals
- Improved brand awareness and recognition
- Improved reputation as industry experts
- Higher patient satisfaction
- Increased revenue and cash sales

It's not enough just to hire a marketer. You must plan out a program and establish goals in order to see success.

In this guide you'll learn:

- Six traits to look for in a physician liaison
- The role of your physician liaison
- How to use physician purpose marketing
- How to convert referrals into patients
- How to solve the challenges you may have with your existing physician liaison program
- Recruiting, training, motivating, supervising and administrating your liaison

Keep reading to find out more!

6 Traits to Look for in a Physician Liaison

It's essential you find an individual who is:

1. Self-motivated
2. An excellent communicator
3. Educated or experienced in a similar field
4. Professional in appearance and conduct
5. Likeable and friendly
6. Organized

It's important to remember these overarching traits at all times during your recruiting and training paths, as it could be the difference between success or failure in the role.

The Role of Your Physician Liaison

The key roles of your physician liaison are:

- 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

Physician Purpose Marketing is Key to Building Referrals

FYZICAL franchisees are seeing tremendous results with their physician liaison programs. RJ Williams - Franchise Regional Consultant and former General Manager of FYZICAL in Las Vegas - says their physician liaison is one of the most important roles they've maintained in their practice.

"We hired our first physician liaison in 2014 and the whole purpose of the program was becoming a conduit between us and our referral sources. Not just trying to get new business," RJ explained. RJ says the most important thing about their physician liaison program is creating an open dialogue between their practice and physicians.

At FYZICAL, this is what we refer to as "physician purpose marketing." Physician purpose marketing means dialing in on what physicians in the community need or want from you. *What's purposeful about being in their office?* Physician practices speak to multiple physical therapy practices each day, so you must show them why you're different—not just ask for referrals.

“What do they need and what can we do to make their lives easier? Sometimes it’s promising same day or next day appointments, maybe it’s bringing business to their doors. Whatever it is, we determine how to best serve the physicians in our community,” RJ says.

FYZICAL Las Vegas Marketing Director, Taylor Huggins, joined their practice as a part-time physician liaison two years ago, quickly moving up the ranks to Marketing Director. “Under her direction, we saw the best referral numbers we’ve ever seen in the company,” RJ says. [Click here to listen to Taylor explain how she earned 70+ referrals in one day.](#)

Converting Referrals is Essential to Success

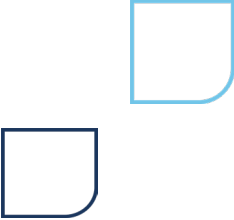
Taylor is also responsible for managing referrals and converting them into actual clients of the practice. “Getting physician liaisons to bring in referrals is pointless if they’re not converted,” RJ explained.

The physician liaison program through FYZICAL has helped RJ and his team, “feel more in control over driving business to our business.” FYZICAL has helped them put an effective marketing plan together and measure the results.

“There’s no way we would’ve grown as much as we have without a physician liaison. Being able to get the brand in front of more people has helped us grow so much in the community,” RJ explained. Because of this program, FYZICAL Las Vegas has seen fast growth, and they are continuing to grow their reach through digital marketing and direct access efforts through their marketing and physician liaison program.

Challenges You May be Facing if You Already Have a Physician Liaison

There are a few problems you could be encountering with your current physician liaison program, but have no fear! There are solutions:

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- **The person you’ve hired isn’t cut out for the job.** Physician liaisons must have both selling and consulting skills, however, they don’t need 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’s also important that he or 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. 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 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 with goals and deadlines that you can track and measure.
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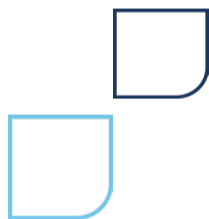
- **Your liaison is getting in front of the right people, but not increasing referrals.** INFORMATION, FREQUENCY, RESPONSE... These terms are key to your liaison's success. Your liaison needs to be familiar with everything happening in your practice and they should be regularly informing local physicians 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. 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 physical therapy practice.
- **Too much planning, not enough doing.** It can be challenging to manage an individual who spends the majority of their days on the road. Planning and reporting are important responsibilities, but your liaison's main focus should be getting in front of referral sources. During a typical eight hour work day, the liaison should spend two hours or less 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 will get you started on the right path.

Recruiting, Training, Motivating, Supervising and Administrating Your Liaison

Think you're ready to hire a liaison? FYZICAL can help. In fact, FYZICAL has the exact:

- **Recruiting ad you should place in your marketplace**
- **Interview questions you should ask your potential candidates**
- **Training program you need to implement in liaison's first 90 days**
- **Compensation structure you should place with your liaison**
- **Reporting structure needed to properly manage your liaison**
- **And everything you need to start flooding your practice with more referrals**



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