STRATEGIES FOR INCREASING PHYSICIAN REFERRALS

INCREASING ADC AND LOS
THE HOSPICE LANDSCAPE

- Competition
- Greater recognition, awareness and usage
- Regulation
- Economic challenges

POSITIONING

- A resource, experts and educators
- Partners in care
- Problem solvers

THE 10 STEPS

- Be consistent
- Be proactive
- Prioritize effectively
- Focus on loyalists
- Value office staff
- Make visits purposeful
- Thoroughly investigate
- View offices as unique
- Use relevant data
- Ask for the referral
STEP 1: BE CONSISTENT

- Key components of effective branding strategy
- Consistency
- Repetition
- Brevity
- Accidental vs. intentional
STEP 1: BE CONSISTENT

- Elevator speeches
- Key message examples for an elevator speech:
  - We’ve been committed to this community for 30 years
  - Our nearby location makes us more responsive to patient and family needs
  - Our services include expert medical care as well as spiritual and emotional support
  - We have an extensive team of professionals and volunteers to serve a variety of needs

STEP 2: BE PROACTIVE

- Maintain mental focus
- Are you a caterer, a baker or an end-of-life specialist?
- Where do your referrers need your focus?
- Be proactive
- A dose of reality ...

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STEP 2: BE PROACTIVE

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STRATEGIES FOR INCREASING PHYSICIAN REFERRALS
STEP 2: BE PROACTIVE

STEP 3: PRIORITIZE EFFECTIVELY

“If you don’t know where you’re going, you’ll end up someplace else.”
— Yogi Berra

STEP 3: PRIORITIZE EFFECTIVELY
STEP 3: PRIORITIZE EFFECTIVELY

Increase
Referrals

STRATEGIES FOR INCREASING PHYSICIAN REFERRALS

TRANSCE

STEP 3: PRIORITIZE EFFECTIVELY

Long-term goals
Short-term goals

STRATEGIES FOR INCREASING PHYSICIAN REFERRALS

TRANSCE

STEP 3: PRIORITIZE EFFECTIVELY

A more strategic to-do list

STRATEGIES FOR INCREASING PHYSICIAN REFERRALS

TRANSCE
STEP 4: FOCUS ON LOYALISTS

It's much harder to establish new accounts than to get return business from those familiar with you.
STEP 4: FOCUS ON LOYALISTS

STEP 4: FOCUS ON LOYALISTS

STEP 5: VALUE OFFICE STAFF

It's not easy protecting someone's time
STEP 5: VALUE OFFICE STAFF

- Demonstrate respect
- Build relationships broad and deep
- Learn from everyone
- Don’t apologize!

STEP 6: MAKE VISITS PURPOSEFUL

rel-e-vance
noun
The condition of being relevant or connected with the matter at hand
STEP 6: MAKE VISITS PURPOSEFUL

What you should know before walking in the door:
- What happened last time?
- What do you want to learn?
- Be brief, be bright and be gone

STEP 7: THOROUGHLY INVESTIGATE

- Make no assumptions
- Use thoughtful questioning
STEP 7: THOROUGHLY INVESTIGATE

- “If your patients were interested in connecting to hospice services, how would they do so?”
- “What is your opinion of the value of hospice care for your patients?”
- “What gets in the way of having that difficult end-of-life conversation?”

STEP 8: VIEW OFFICES AS UNIQUE

- Can you say that in any office?
- Understand the people, politics and processes
- Use simple questions
STEP 9: USE RELEVANT DATA

“... physicians are very attuned to data. So if you are able to demonstrate through compelling data that what you are promising has recognizable and provable benefits, ... the physicians are amenable to listening.”
— Roberta N. Clarke, PhD, Healthcare Marketing Advisor, June 2010

STEP 9: USE RELEVANT DATA

- Data sharing priorities:
  1. Relevance
  2. Simplicity

STEP 9: USE RELEVANT DATA

According to Duke University, hospice care extends average lifespan of patients
- CHF — 81 days
- Lung cancer — 39 days
- Colon cancer — 33 days
- Pancreatic cancer — 21 days
STEP 10: ASK FOR THE REFERRAL

Define the relationship
- “I’d like to start helping you today — who are you caring for that we can help you with?”
- “Based on your agreement that end-of-life care and benefits need to be introduced sooner for the patient, can we discuss an individual who is declining at present?”

QUESTIONS
STRATEGIES FOR INCREASING PHYSICIAN REFERRALS