

Building a Referral Base

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Speakers



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Disclosures

- Mirvat Alasnag- no disclosures
- Aditya Bharadwaj- no disclosures



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Objectives

- To define the referral base
- To discuss ways of reaching out to your referring physicians
- Dos and don'ts
- To discuss ways of staying in touch with your referral base

Defining the Referral Base

- **This depends on:**
 - Area of specialty
 - Location of practice
- **Example:**
 - Endovascular interventions target
 - Diabetologists
 - Podiatrists
 - Other Interventionalists
 - Vascular surgeons
 - Family Medicine specialists
 - Know the local practices
 - Private
 - Non-private

Reaching out to your referring physicians



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Reaching Out

LEND
ME
YOUR
EARS

- Often the most challenging aspect
- Institutional/group announcement
- Grand Rounds
- Lectures
- Personal visits



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Reaching Out

Inland Empire Angio Club

Tuesday, March 28

6:30PM Dinner

Café Sevilla

3252 Mission Inn Avenue
Riverside, CA

RSVP to Andrea Lona (562) 322-8548
alona@abiomed.com

or Chad Oiberding (310) 210-3561
Chad.Oiberding@bsci.com

Hosted by:

Aditya Bharadwaj, MD

Vinoy Prasad, MD

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Please bring a complex case to share

- Local Angio clubs provide great opportunities
 - Network with other groups
 - Discuss cases and thoughts
 - Showcase your personal and institutional strengths



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Reaching Out

Power of Social Media

- Widely & easily accessible
- No cost!
- Excellent platform to create a brand for yourself
- Networking: Share options & learn from experts
- **Be sensitive about what you post!**



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- **Be sensitive about what you post!**

- Maintain patient confidentiality (HIPAA)
- Know your institution's regulations/policy for #SoMe
- Permission from colleagues
- Branding ≠ Marketing

- **REMEMBER it is PUBLIC**

- Patients
- Industry Reps
- Administration
- Colleagues & future employers
- Lawyers
- **CANNOT DELETE**

Our most important advocates!



- Our patients and their families are our best advocates
- Meet with the family
- Go the extra mile to explain
- Form a personal bond



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Dos and Don'ts



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Being available..

- Never say '**No**' (On-call or research)
- Work through your office staff to building bridges
 - Telephone
 - Email
 - Smart phone
- Keep referring physician part of the decision making process
- Give referring physician feedback
- Sharing credit with colleagues & referring physician

Communicate with referring physicians

A rectangular area with a blue, textured background, possibly representing water or a sky. The text is centered and written in a white, bold, sans-serif font with a slight drop shadow.

**The single biggest problem in
communication is the illusion that
it has taken place.**

George Bernard Shaw

Communicate

- Acknowledge the referral
- Make sure you keep the referring physician in the loop for key clinical decisions
- Anticipate and avoid sticky situations



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Communicate

- Work through your office staff & try to do so yourself
- Maintain a personal touch with referral base ie practice & individual physician AND patient & family
 - Thank you letter
 - Congratulate on expansion/relocation, award, family occasion

Maintain Professionalism

**Never
Ever**

- Never speak ill about the referring physician in front of the patient!
- Never 'steal' patients!



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