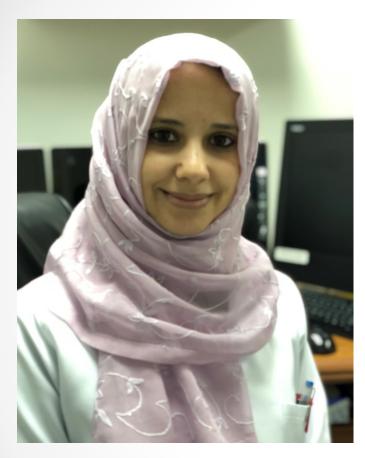
Building a Referral Base

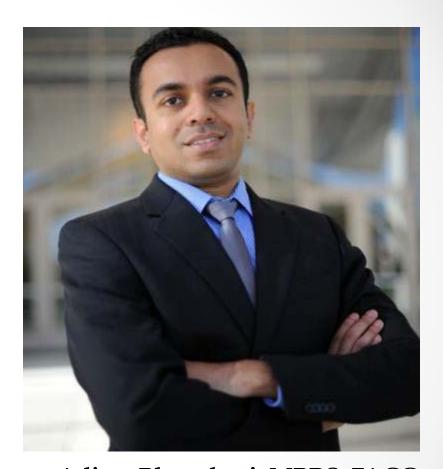
April 17, 2018



Speakers



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Disclosures

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



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:

- o Area of specialty
- Location of practice

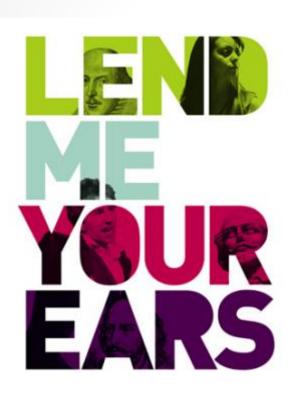
Example:

- 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



Reaching Out



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



Reaching Out

Inland Empire Angio Club Tuesday, March 28 6:30PM Dinner Café Sevilla 3252 Mission Inn Avenue Riverside, CA Hosted by: Aditya Bharadwaj, MD Vinoy Prasad, MD Loma Linda University International Heart Institute 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



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!





- 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

Building Your Brand



- Extremely important for an Early Career professional!
- Be known for the 'right' reasons

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



Dos and Don'ts



Being available..

- Never say 'No' (On-call or research)
- Work through your office staff to building bridges
 - o Telephone
 - o 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

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



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
 - o Thank you letter
 - Congratulate on expansion/relocation, award, family occasion

Maintain Professionalism



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

