Building a Referral Base

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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:**
  - 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
  o Network with other groups
  o Discuss cases and thoughts
  o Showcase your personal and institutional strengths

RSVP to Andrea Lona (562) 322-8548
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AMERICAN COLLEGE OF CARDIOLOGY
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
  o Smartphone
• 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
  o Congratulate on expansion/relocation, award, family occasion
Maintain Professionalism

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