

STROUDWATER

COMMUNITY RELATIONS & MARKETING YOUR RHC



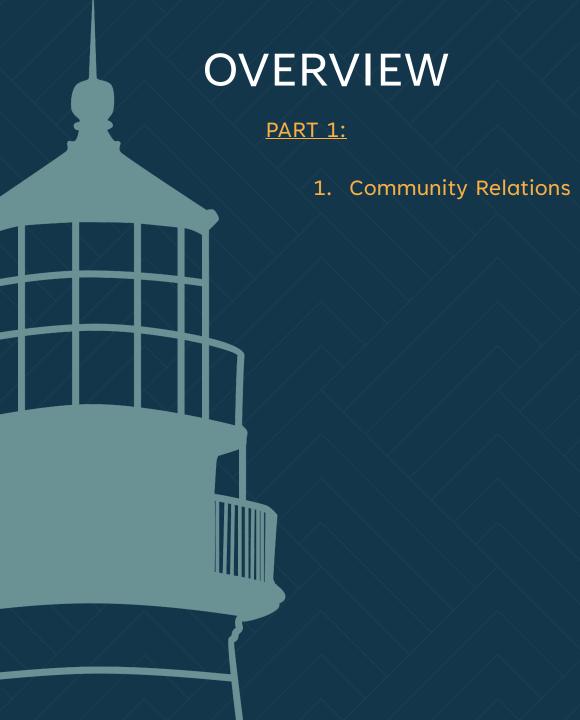
Upcoming Sessions:

July 14th: RHC-Specific Billing

July 21st: Revenue Cycle Management and Measurement

July 28th: Cost-Report Basics

Thank you to NOSORH for sponsoring this eight-part series on maximizing efficiency and driving operations for independent RHCs. This series is free to all participants and attendees can earn CPE credit for participating.



PART 2: Referral Management

- 1. Initiation
- 2. Tracking
- 3. Communication
- 4. Follow-up

<u>PART 3:</u>

1. Promoting your Practice



COMMUNITY RELATIONS

PART 1

COMMUNITY RELATIONS

Why is this important?

- Enhance trust, loyalty and support
- Increased referrals
- Sustainability
- Staffing
- Hospital partnerships

Engaging the Community

- Understand the need
- Participate in community events
- Collaborate to provide health education
- Offer outreach programs
 - Flu shot clinics
 - Health Screenings
 - Educational Workshops

COMMUNITY RELATIONS

Communication Strategies

- Regular updates
 - Portal
 - Newsletters
 - Local newspapers
 - Social Media
 - Radio Station
- Always examine the ROI consider the promotional pitfalls

Create a positive image

- Patient-Centered
 - Timely/consistent responses
 - Access
 - Comfortable clinic setting
 - Customer service/Cultural sensitivity training for staff
 - Patient testimonials
 - Actively participate in community events to demonstrate commitment



REFERRAL MANAGEMENT

PART 1

REFERRAL MANAGEMENT: THE WHY

Referral management is the entire process of coordinating patient care between providers so that patients receive the **right** care at the **right time**.

- It also helps to:
 - Improve quality
 - Increase access
 - Improve patient/provider/staff satisfaction
 - Decrease delays in treatment
 - Improve relationships & communication with existing and potential referral sources
 - Decrease unnecessary costs

KEY ELEMENT: INITIATION

Initiation of the Referral

- How referred
- Appropriateness & Triage
- Documentation
 - Clear referral documentation requirements (Standardize this!)
 - Essential patient info
 - Reason
 - Desired outcomes
 - Clinical details
- Prior Authorizations & Eligibility
- Patient Education (in network vs out of network)

KEY ELEMENT: TRACKING

Tracking the Referral

- How is your team notified?
 - Who is notified?
- Consistency across clinics
- Shared EMR? Shared access?
- Automated notifications
- Referral milestones
 - Initiation of referral
 - Scheduled with X on X date
 - Update sent to referring office
 - Tests completed (if applicable)
 - Completed appointment
 - Update sent to referring office
 - Follow-up Complete

KEY ELEMENT: COMMUNICATION

Communication with Referring Provider

- How
 - Secured messaging
 - Portal
 - Document sharing
 - Shared calendars (provider to provider)
- Timely
- Accurate/Transparent
- Organized (cadence)
- Complete

KEY ELEMENT: FOLLOW-UP

Follow-Up with the referral source

- Patient progress milestone
- Peer-to-peer (if applicable)
- Follow-up appointment (if applicable)
- Follow-up care/resulting
- Thank you
- Feedback

REFERRALS: BEST PRACTICE

Team Education

- Process/Policy
- Understanding "why"
- Consistency
 - o Cadence
 - Identifiers in EMR (referring office)

Relationship Management & Education

- Liaison (manager acting in this capacity)
- Referral management software (if you're fancy!)
- Review process regularly
- Education and expectation setting (appropriate referrals)
- Solicit feedback
 - Patients
 - Providers
 - o Team

REFERRALS: BEST PRACTICE CONT.

Metric Monitoring

- Add to dashboard! Data-driven decision making
- How do you measure success?
 - Referral volume
 - Referral acceptance rate
 - Referral processing time
 - Patient satisfaction

Ongoing QI

- Re-educate with turnover
- Standardize
- Audit

	2019	2020	2021	2022
Gryffindor Group	65	30	71	72
Slytherin Clinic	23	0	24	51
Hufflepuff House	87	65	90	101
Hagrid Fam Practice	20	10	20	15



PROMOTING YOUR PRACTICE

PART 3

PROMOTING YOUR PRACTICE

Referral network

- Local Providers & your relationships
- Collaboration

Partnerships

- Local organizations
- Community hospital
- Other provider practices
- Networking

Community education

- New services
- New providers
- Monthly theme/topic (Ex. July: Sun protection and dermatology annual skin exams)

Community Involvement

- Local events, volunteering, sponsorship for sports teams
- Host health screens or flu shot traveling clinics

PROMOTING YOUR PRACTICE CONT.

Online Presence

- Website
- Social Media
- Updated information (google)

Targeted Marketing

- Service Lines
- Seasonal

Brag!

- Patient testimonials
- Success Stories
- New provider- now accepting new patients!

Swag & Materials

- Rack cards, brochures
- Magnets, frisbees, water-bottles, oh my!



THANK YOU

QUESTIONS & DISCUSSION