



**STROUDWATER**

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**COMMUNITY RELATIONS &  
MARKETING YOUR RHC**



**NOSORH**

## Upcoming Sessions:

July 14<sup>th</sup>: RHC-Specific Billing

July 21<sup>st</sup>: Revenue Cycle Management and Measurement

July 28<sup>th</sup>: 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.

# OVERVIEW

## PART 1:

1. Community Relations

## PART 2: Referral Management

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

## PART 3:

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

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# REFERRAL MANAGEMENT: THE WHY

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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

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## 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

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## 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

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## 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

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## 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
  - 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
  - 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