



**PHYSICIAN LIAISON  
MANAGEMENT**


Are you nurturing your  
Physician relationship through a  
**SYSTEMATIC LIAISON  
MANAGEMENT PROGRAM** ?

salesforce

platinum consulting  
partner



**PERSISTENT**



Healthcare providers are always looking for ways to establish, maintain and improve effective Physician Referral Relationship

66 % of physicians said they were "very unlikely" to change their current referral pattern without a physician liaison actively communicating and building relationships with them

**Clinical Advisory Board Physician Survey, 2013 survey**



**Hospitals and care providers can make significant increase in referral revenues from the care network through digital transformation and by adopting a systematic Physician Liaison Management Process**



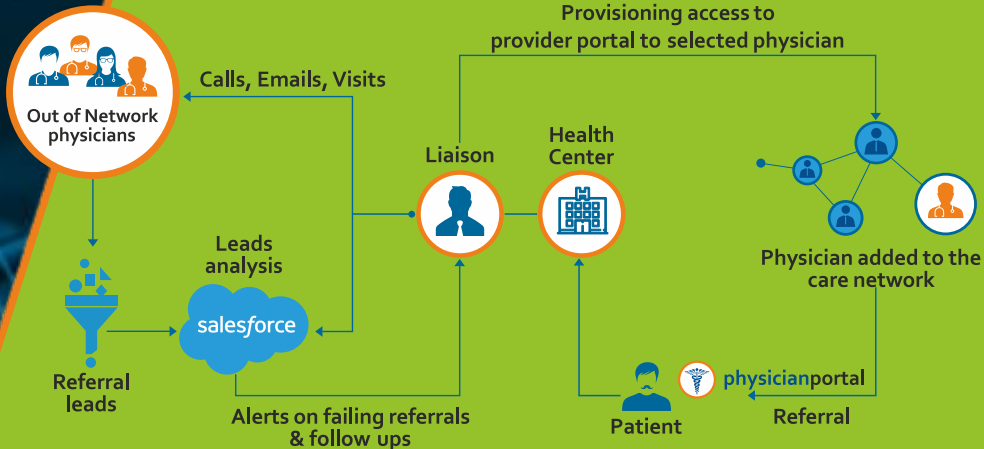


## Challenges

- Lack of an effective IT system to connect with out-of-network physicians and track progress
- Lack of visibility to management about referral revenue through liaison efforts
- Tracking referral patterns to fine tune liaison outreach efforts

# Solution

A liaison application built on Salesforce with built-in workflows for physician relationship building and provide detailed referral insights





## Features

- Multiple modes of communication with referring physician
- 360 degree view of referring physician and practice
- Map based search engine to hunt new physicians and practices
- Detailed referral insights
- Workflows to support relationship building
- Automated alerts to track falling referrals and anomalies in referral patterns



## Benefits

- Maximize revenue for the care network through increased patient retention
- Greater ROI on existing Salesforce investment
- Long-term physician & patient relationships
- Spread smile



# Salesforce expertise at Persistent

Strong healthcare industry experience and development partner to Salesforce.com

**350+**

Salesforce.com engagements

**600+**

Salesforce Engineers

**1000+**

Consultants in Persistent's Cloud Practice

**9.7**

CSAT score (out of 10)

Force Certified Platinum Partner

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## PERSISTENT

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