

# 10 things you should know about engaging physicians to boost referrals and revenue

As transformation continues within the healthcare industry, knowing the motivations and circumstances that impact physician referrals has never been so important. You need to know the what, why, and when of referrals—in hard numbers—to formulate a strategic plan that leads to the right referral activities and engages physicians as you develop and nurture alignment.

## Do you have the right data for growth and development?

- 1** **Becker's Hospital Review** cites physician engagement as one of the biggest opportunities for healthcare organizations to make cost and quality improvements.
- 2** Physician engagement shows up in the bottom line. An April 2016 survey found that each physician is worth **\$1,560,688 in referrals**—up from \$1,448,136 in 2013.
- 3** Reimbursement changes and delivery care models such as MACRA and ACOs are impacting referrals. Established referral patterns are being disrupted and it is critical to understand how referral decisions are made.
- 4** A **Deloitte** report emphasizes using care pattern data to help physicians decide which specialists or facilities to refer to patients.
- 5** Physicians want timely, reliable, and actionable information. **Outcomes and care data** that is presented in real time, accompanied by benchmarks, and incorporated into workflow is more likely to be used.

## How do you get them engaged?

- 1** Leverage physician relationship management (PRM) systems to organize and efficiently plan outreach. Consider extending your PRM system's power with market claims data. Having insights into physician activity outside your organization is critical as markets consolidate and more referrals become "locked in."
- 2** Use your PRM system and claims data to understand and profile the behaviors of highly aligned providers versus unaligned or weakly aligned providers.
- 3** Whether you want to increase service line volume or find new opportunities for growth, use data to inform your strategy. This will allow liaisons and physicians to have actionable dialogue that leads to measurable results.
- 4** Make sure your data is timely and instills confidence. Approaching physicians using data that is three years old, or does not accurately reflect market realities, is not the way to build trust.
- 5** Carefully track referral patterns, use rates, and practice characteristics to approach non-referring and splitting physicians with questions around how to build alignment.

To learn more, read ["The five Ws of physician engagement" >](#)

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