

Managing Physician Relations

Physicians are the lifeblood of any healthcare facility. The best physicians develop relationships with patients that ensure they are loyal to your facility.

Just as physicians develop relationships with patients, more and more physician liaisons find that they must better manage their facility's physician relations program.



Having the best tools to manage your physician relations program goes a long way in making physician liaisons efficient and effective.

LVM Systems' MPR (Managing Physician Relations) software gives you everything you need to keep your physicians happy.



Enhancing Business Development Efforts with MPR

Time demands on your physicians are enormous. Likewise, time demands on you and your staff are also extensive. Yet, managing physician relations is becoming a higher priority for healthcare facilities around the country.

With so little time and so much to do, a physician relations management solution takes on greater significance. LVM Systems' MPR (managing physician relations) software is a robust solution to your physician relations needs.

MPR helps you to manage the day-to-day activities around physician relations. It takes into consideration the goals you have for a particular practice. Whether you are looking to retain/recruit patients or increase revenues, MPR can keep you focused on the task at-hand.

MPR has the following features:

- **Contact Manager** tracks specific visit or meeting information, including date, time spent, topics of discussion, and scheduled follow-up activities.
- **Issue Resolution** tracks physician or practice complaints by category and provides the structure to manage them through to resolution. Similarly, market

intelligence can be captured, categorized and quantified for sharing with management.

- **Literature and/or Print Fulfillment** manages the inventory of communication templates as well as marketing brochures, forms and promotional items which are sent or hand-delivered to practices routinely. Letters and mailings are easily managed with a merge function.



- **Sales Advancement** questionnaires and satisfaction surveys are automated within the software for quick capture of information post-visit. This is an essential function for gathering feedback and market research.

- **Health Information** is an extensive library of information files which may be helpful leave-behinds. Think of them as "service detail" sheets. It can also be used to store lists of internal resources, quick references and answers to common questions.

- **Speakers Bureau** serves as a database of physician speakers (and topics) to satisfy community requests. With this module, liaisons have the tools they need to drive and manage attendance.