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# *Physician Relationship Management Overview*



# *What is Physician Relationship Management?*

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- *Physician Relationship Management (PRM) is defined as formalized, regular visits to key physicians in their offices, by hospital executives and managers*

# *Physician Relationship Management Approach*

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- The Physician Relationship Management (PRM) approach provides the primary communication link between the organization and individual physicians
- By providing a cultural and organizational structure, PRM:
  - Builds short and long term relationships with the physician population
  - Identifies beneficial business growth opportunities for the hospital/health system and the physician
  - Helps to identify and resolve problems or issues

# *Physician Relationship Management Approach*

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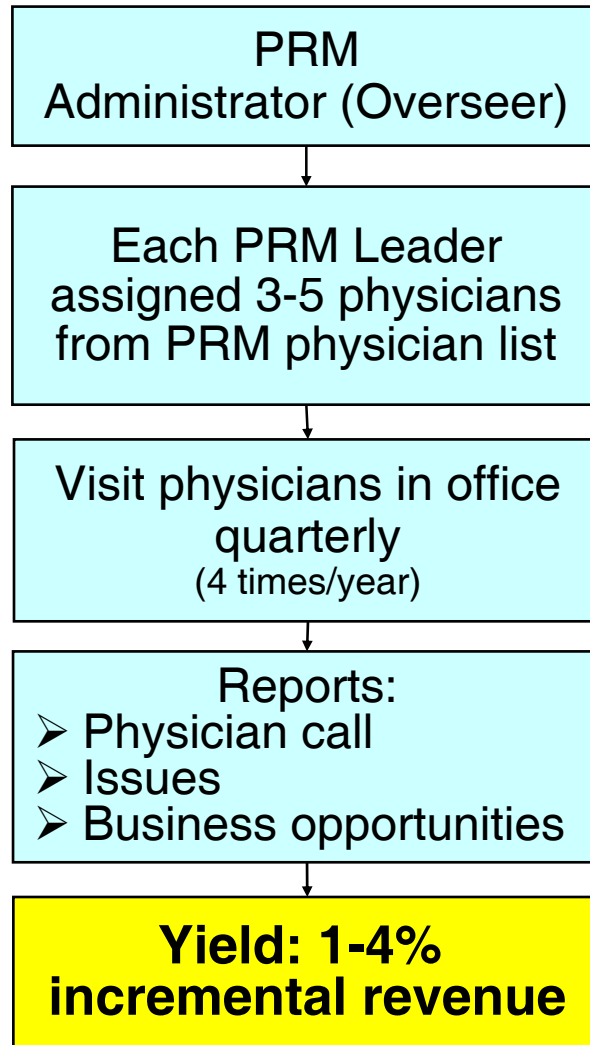
- Utilization of the management team to serve as PRM Leaders
- PRM Leaders are trained and responsible for an average of five physician relationships
  - Physicians are assigned based on quantitative and qualitative data
  - PRM Leaders meet with physicians at their offices once a quarter
- PRM is developed and implemented as an approach and not a program

# *Physician Relationship Management Approach*

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- The PRM approach is designed to provide results by increasing:
  - Incremental revenue and market share
  - Number of hospital/physician partnerships
  - Hospital/physician communication
  - Physician satisfaction
  - Medical quality
  - Operating efficiency

# PRM Structure



# *Five Crucial Elements for PRM Success*

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1. Buy-in from top management on the approach
2. Proper selection of PRM Leaders and physicians
3. Proper training
4. Tracking, measuring and accountability
5. Debriefing meetings

# *Contact Information*

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