

KELLEY KNOTT
Expert Insight



CHECKLIST TO FAST TRACK
YOUR WAY

To Growing A
**PHYSICIAN
REFERRAL
NETWORK**

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☐ #1: KNOW YOUR TARGET REFERRAL

Don't just assume you know all there is to know off the top of your head.

Evaluate your numbers, identify targets and trends.

☐ #2: PHYSICIAN RELATIONS OUTREACH PROGRAM

The best way to build consistent and robust physician referral relationships is to implement a physician liaison marketing program.

Provide a professional physician liaison marketing program that delivers REAL VALUE.

Think about your physician liaison as a representative of the practice that is offered to deliver a superior "customer service" there to meet their needs and wants.

Support your marketing by streamlining communication and sending physician representatives.



☐ #3: HEALTHCARE EVENTS

Get involved in your local healthcare community with events like 5ks and fundraisers.

This is a great way to promote your practice face to face with other healthcare professionals and practices within your community.

It also provides you with the opportunity to candidly meet referring or potential referring physicians in the area.

☐ #4: MEDICAL ASSOCIATIONS

Consider joining a medical association in your area. Often, medical associations are strictly for Medical Doctors only.

This can be an environment to expand your network and build connections with physicians who may be in other hospital networks that you would not usually have the opportunity to meet and develop a relationship with.



☐ #5: SHOW SUPPORT

Show some love!

Occasionally other practices and physicians will host open houses or grand openings to help promote their practice and physicians.

Take time and show support! It's a great way to establish a genuine relationship and get a rare and candid time with referring doctors.

☐ #6 : GET INVOLVED

Explore the possibilities of participating in a charity or community related to your specialty.

For example, If you're an Infectious Disease physician, get involved with the Primary Immune Deficiency Foundation.

You will have the opportunity to be in a network of healthcare specialists that your ideal physician referral target and that share mutual patient.



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HOW TO GET INVOLVED

- **Become a thought leader in your field as a contributor: blogs, Q&As, video, etc.**
- **Be a recognized and listed physician provider on their website with links and information back to your practice.**
- **Provide a physician bio.**
- **Take advantage of any opportunity to speak for the community or foundation on the topic related to your specialty.**
- **Create your fundraiser, and all profits are donated to the foundation.**



#7: INVEST TIME

To build lasting doctor referral relationships, you need to invest the time.

Make genuine connections and spend the time meeting with local referring providers and understanding their practice.

Learn more about your local healthcare network and consider ways you can enhance their referral experience.



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