



# Physician-to-Physician



To attract new patients to your practice, it's essential to develop relationships with targeted referring practices. Networking should be an ongoing, integral part of your

daily routine. Whether you make contact with people through community events or planned hospital functions, there is much to be gained from getting to know your fellow physicians on a personal and professional level.

Atrium Medical Center offers help building networking plans through its Business Development and Physician Relations Office. Donna C. Banks, physician relations manager, is available to consult with physicians on building a physician-to-physician marketing plan. Contact her at (513) 705-4796 for more information.

## Hospital and Medical Staff Events

Atrium offers many opportunities to meet and socialize with other members of the medical staff. We offer both hospital and medical staff events throughout the year, including monthly breakfasts and an annual medical staff outing. The hospital also regularly invites members of the medical staff to attend community and donor events. All of these provide an excellent opportunity to socialize with potential referring physicians.

Atrium also offers office manager education sessions several times throughout the year. We encourage you to make time for your staff to attend these sessions, which share useful information for physician practices, as well as provide opportunities for office staff to get to know one another.

## Tips

- Don't forget to participate in CareFinders physician referral service. By completing your profile, you are not only included in rotation for referrals, but you are also listed in the physician directory found on the Atrium consumer web site and the Atrium physician portal. This can help other physicians find you, just as much as it helps patients find you. See more information on page 9, and find a Physician Referral Questionnaire on pages 29-31.
- Send an introduction letter to potential referrers in your area, highlighting your expertise and asking to be considered for patient referrals. See a sample introduction letter to referrers on page 36.
- If you receive a referral, ensure that your feedback is timely and complete. Remember that the patient holds this physician accountable for referring to you. Including a note of thanks with this communication is also recommended. See a sample referral response letter on page 37.
- Consider sending follow-up letters to potential referrers in your area, providing health and wellness information for their office and/or offering special talks or screenings for their patients.
- It is important not to overlook the power of meeting with people individually. This can happen more formally at Atrium's meetings or events. Getting to know someone on a personal level can help you better relate to each other, and can help you remember one another when a referral is needed.