



Must-Haves

Regardless of whether you're currently using a PRM platform or considering investing in one, you should know the must-haves for securing buy-in and optimizing use. To help narrow down your options, we've compiled a list of the most important features.

1

Mobile Access

Since liaisons spend a lot of time driving between practices and competing for face time with physicians, they need to maximize their time with them. Mobile PRM access helps accomplish this goal by making it quick and easy to document activities in the field.



Activity Tracking

2

A PRM with activity tracking enables you to adjust the types of activities liaisons must complete in the field in order to meet their goals. It also ensures that the most effective activities are happening at the right frequency.

3

Issue Identification

One of the most common encounters in the field involves resolving an issue to garner more business. Thus, a PRM should have a designated space to log these issues, the capability to alert the persons/departments responsible for addressing them, and tracking to show the issues are closed in a timely manner.





Campaign Planning

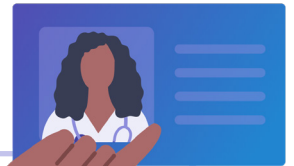
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Organizing & documenting a campaign to increase volume & revenue for a service line or to introduce a new physician or procedure will ensure everyone understands their role & eliminate duplicate efforts.

5

Profile Management

In addition to accurate practice information (locations, phone numbers, & NPIs), a complete physician profile helps personalize interactions. Whether it's communicating in their preferred way, acknowledging birthdays, or bonding over hobbies. The more info you have on file, the better.



Affiliations

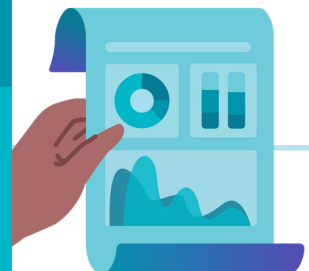
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By determining which groups or medical centers providers are affiliated with, we can gain insight into their referral patterns rather than just their individual volumes.

7

Reporting

A liaison's job, ultimately, is to be a reporter from the field. Their goal is not only to disseminate but to gather as much information as possible so that you and other key stakeholders can make sound business decisions. This requires regular reporting of their outreach activities and field intel.





ROI Analysis

8

Increasingly, demonstrating ROI has become more important to justify the physician liaison role. The more you're able to show that your activities are impacting revenue for your system, the more value you'll add to your employer.

Internal Data Integration

9

This data is inarguable: you know for sure the number of procedures, exams, admissions, etc. that took place in your facility. You can use these data to measure revenue increases or decreases accurately & as a point of truth when liaisons visit providers.



External Data Integration

10

External data provides information beyond the scope provided by internal data. Getting 100 referrals from Dr. Smith may seem great until you see she shares 1,000 patients with a competitor. There may be an underlying barrier you can't see from internal data alone.

