

Physician Liaison



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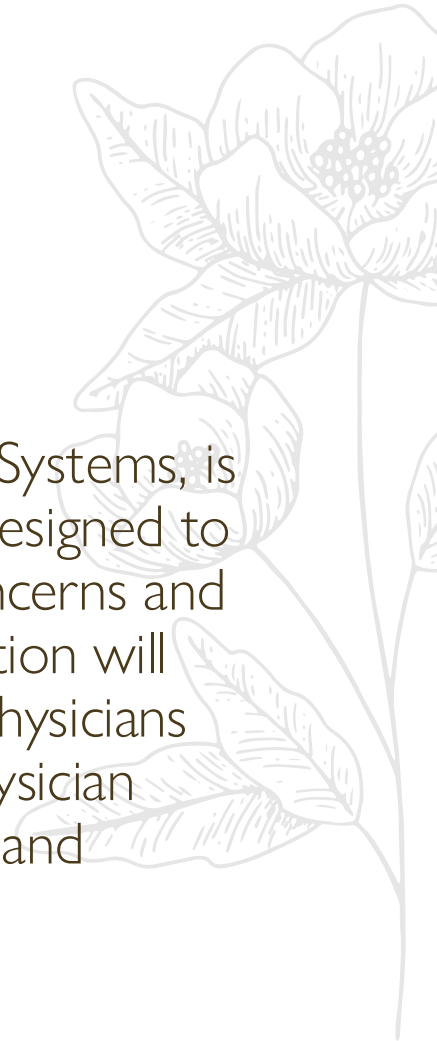




Core Statement



My organization, Deaconess Health Systems, is developing a Physician Liaison role designed to support providers by addressing concerns and facilitating communication. This position will serve as an intermediary between physicians and administration, ensuring that physician needs are effectively communicated and appropriately resolved.



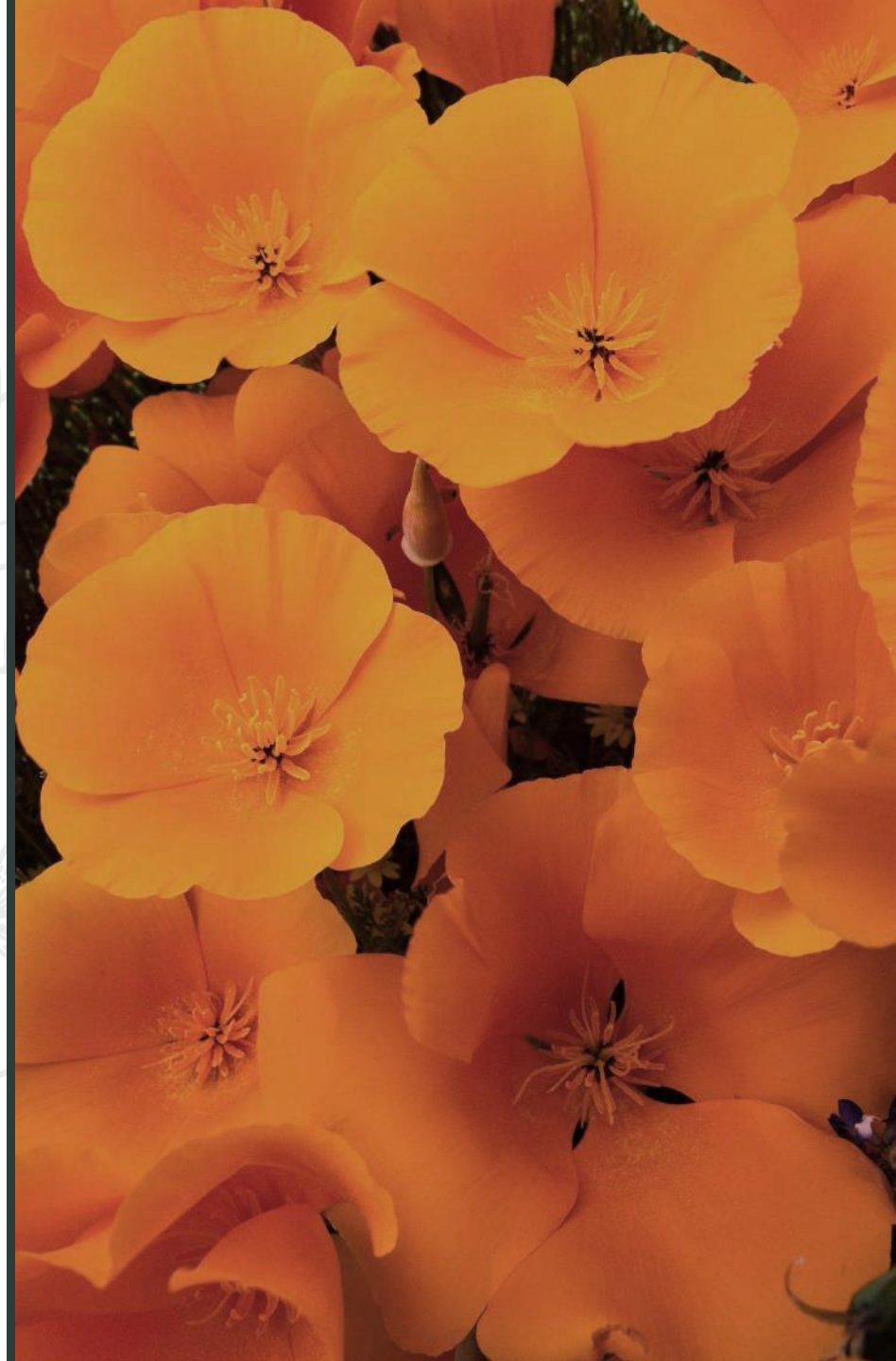


Objectives, Deliverables, Timeline,
and PDSA (The “Why”)

Objectives

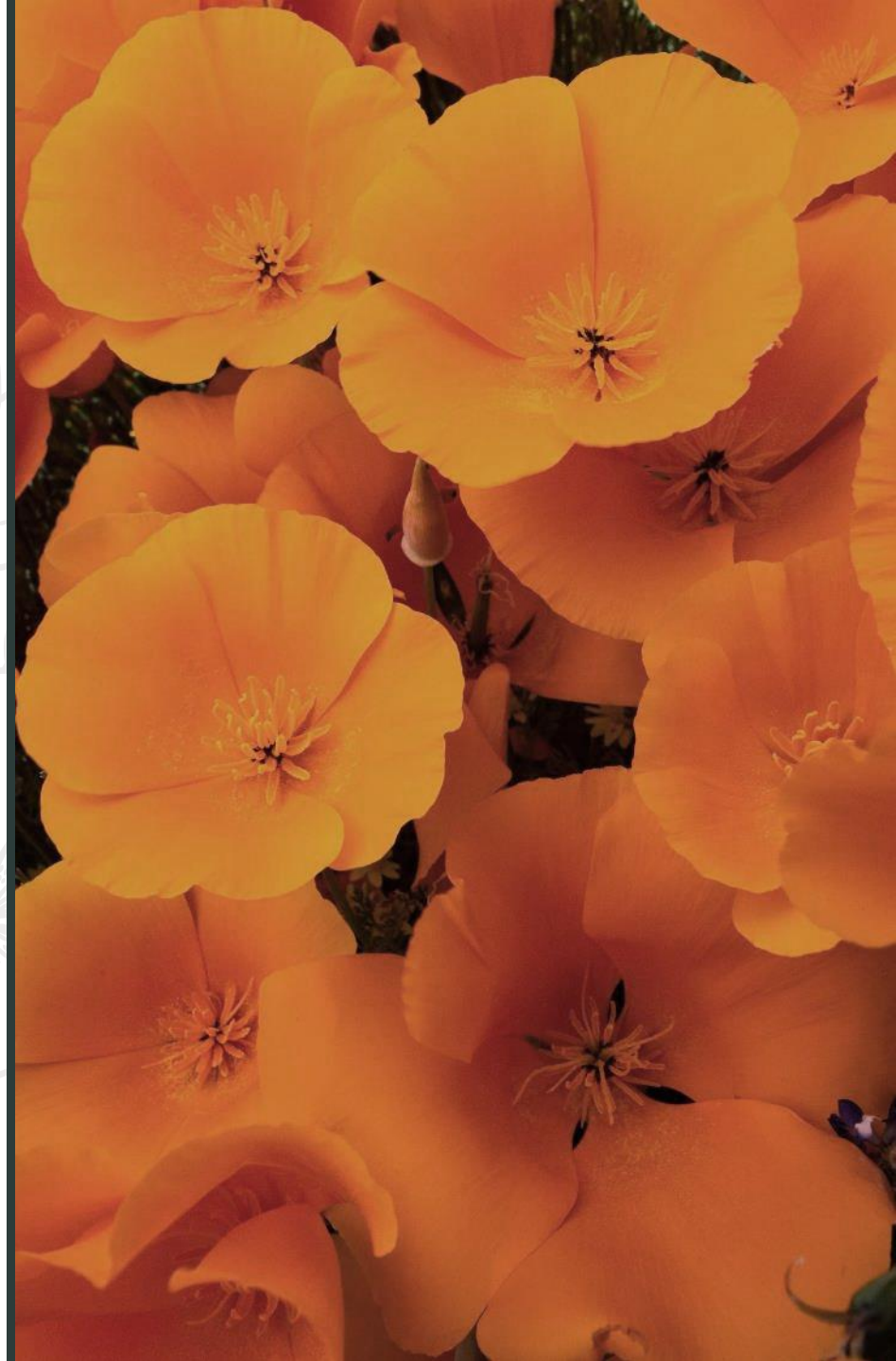


- Enhance communication and transparency between physicians and leadership
- Improve physician satisfaction, engagement, and retention across the system
- Provide a clear, consistent pathway for physicians to voice concerns
- Ensure timely resolution of operational and workflow challenges
- Support high-quality patient care by removing barriers impacting providers



Deliverables

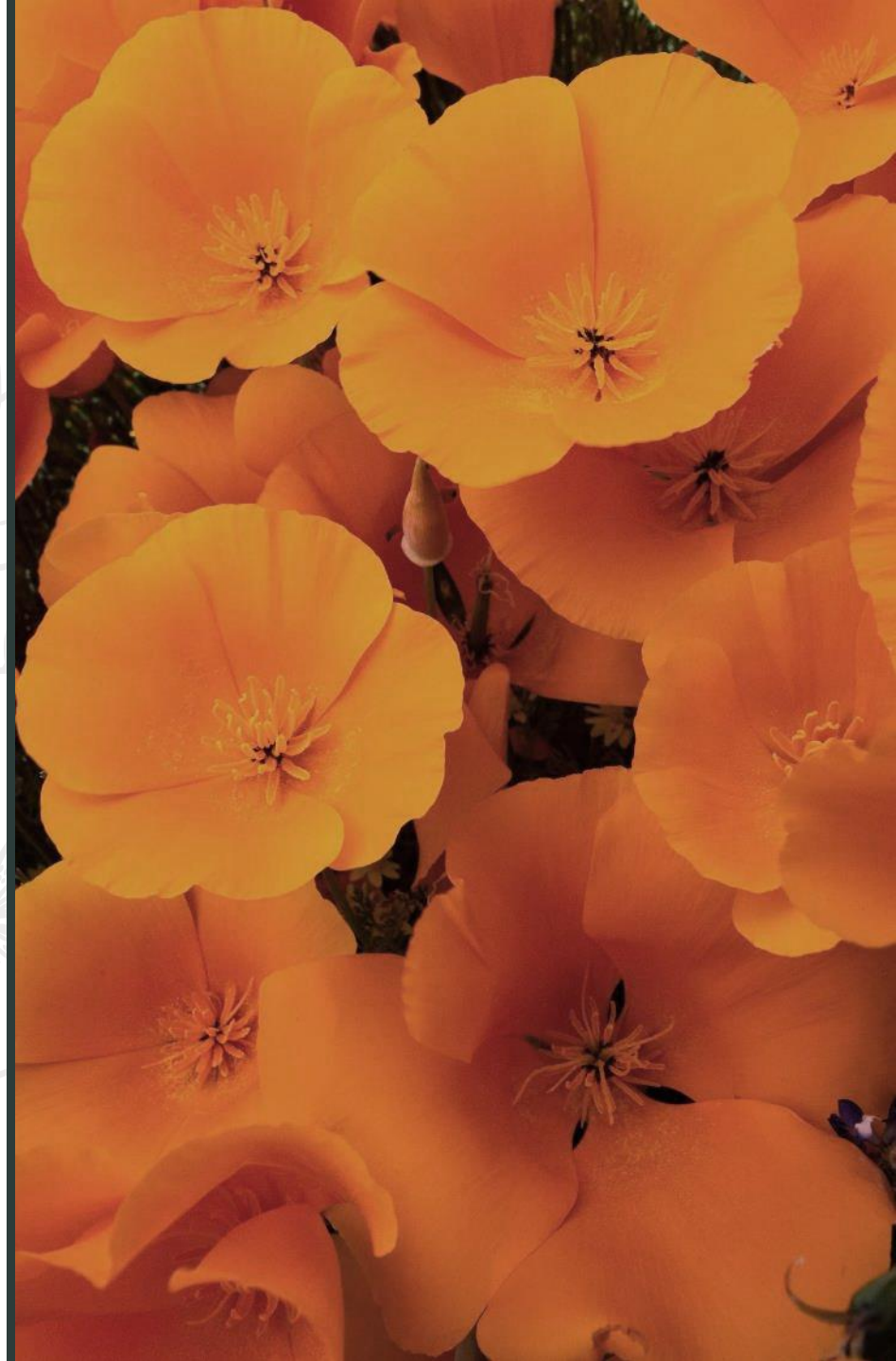
- Centralized tracking system for physician concerns
- Standardized communication and escalation pathways
- Regular physician rounding and engagement
- Monthly reporting on trends, issues, and resolutions



Timeline



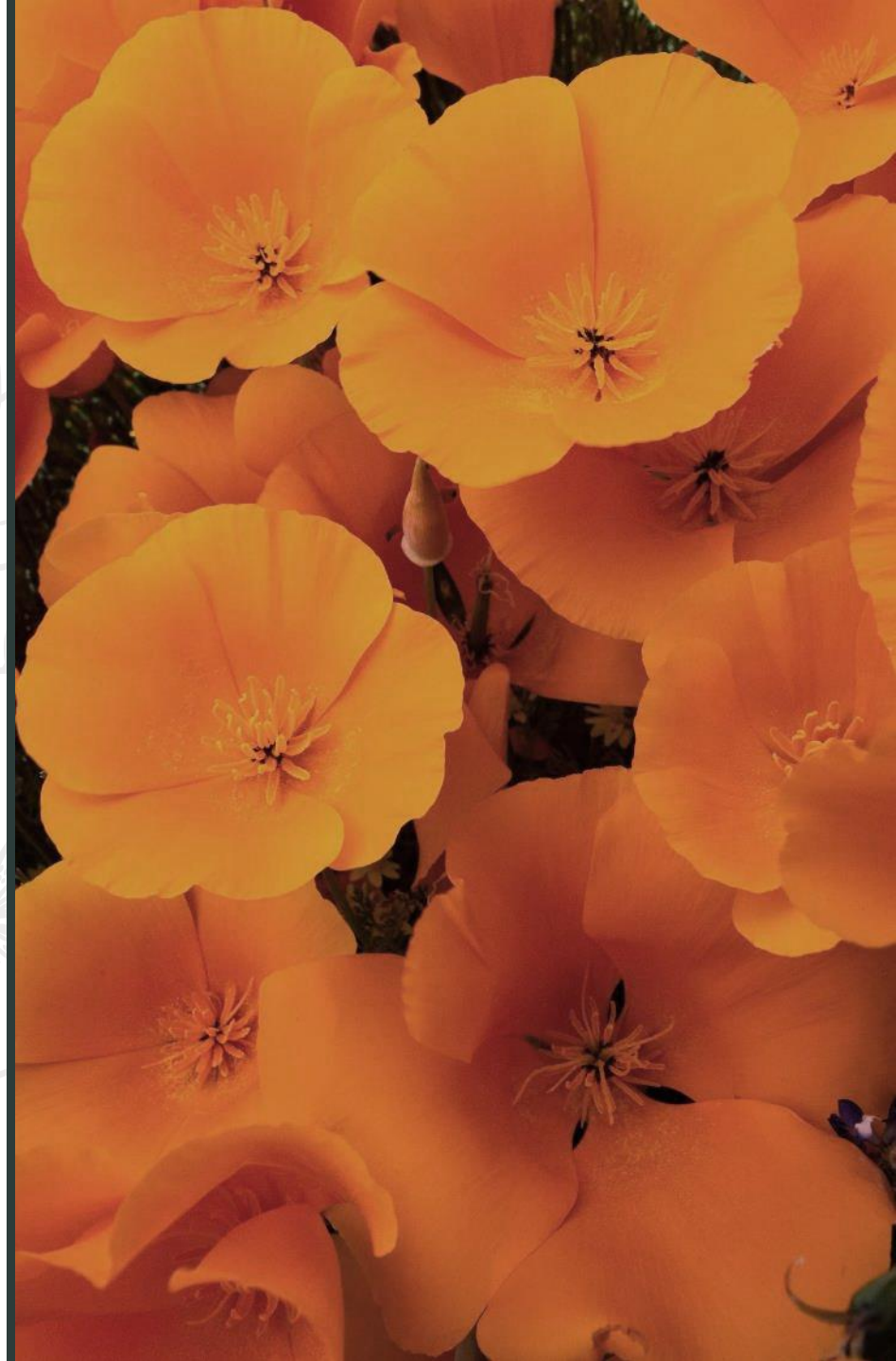
- **0–30 Days:** Define role, tools, and stakeholders
- **30–90 Days:** Begin outreach, implement tracking, address initial concerns
- **90–180 Days:** Analyze trends, refine workflows, expand engagement
- **180+ Days:** Sustain program, standardize processes, continuous improvement



PDSA Cycle



- **Plan:** Identify communication gaps and establish baseline metrics
- **Do:** Implement liaison role and begin physician engagement
- **Study:** Evaluate feedback, response times, and satisfaction trends
- **Act:** Refine processes and expand successful strategies





Stakeholders and Buy-In

Stakeholders & Buy-Ins

- Physicians and advanced practice providers
- Hospital and system leadership
- Department managers and clinical leaders
- IT and operational support teams
- Buy-in is critical to ensure the program's success. Engaging stakeholders early, communicating the value of the role, and demonstrating responsiveness to physician concerns will help build trust and encourage participation.



Role of Project Coach

Role of Project Coach

The project coach provides guidance, accountability, and strategic insight throughout implementation. This includes:

- Assisting with project planning and structure
- Providing feedback on approach and communication strategies
- Helping interpret data and measure outcomes
- Supporting problem-solving and overcoming barriers





Activities



Activities



- Conduct physician rounding and listening sessions
- Track and prioritize physician concerns
- Facilitate communication between physicians and leadership
- Escalate and follow up on unresolved issues
- Provide regular updates and reporting to stakeholders



Successes & Barriers

Successes & Barriers



Successes

- Increased physician engagement and willingness to provide feedback
- Early identification and resolution of workflow issues
- Improved communication pathways between physicians and leadership
- Increased physician retention

Barriers

- Resistance to change or skepticism of new processes
- Time constraints for physician participation
- Delays in resolving complex or system-level issues
- Need for consistent follow-through and communication



Physician Retention – Estimated Costs
of Physician Recruitment

Estimated Costs of Physician Recruitment



- Marketing and sourcing: approximately \$8K–\$10K
- Candidate interview/site visit expenses: approximately \$10K
- Relocation expenses: approximately \$15K
- Sign-on bonuses: typically \$30K–\$100K, depending on specialty
- Loan repayment incentives: up to \$90K
- Residency stipends: up to \$20K
- Search firm placement fees (if utilized): approximately \$30K–\$50K
- National average total recruitment cost: approximately \$200K per physician



Outcomes to Date



Outcomes to Date



- Improved visibility of physician concerns
- More structured and consistent communication processes
- Initial improvements in response times and issue tracking
- Positive feedback from early physician interactions



Conclusions & Next Steps



Conclusions



The Physician Liaison role has demonstrated early value in improving communication and addressing physician concerns. Continued focus on engagement, responsiveness, and process refinement will be essential to long-term success.

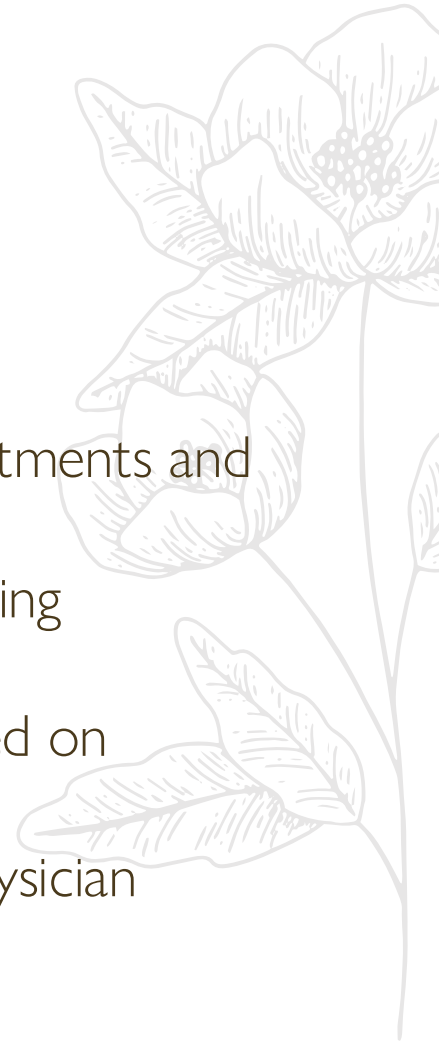




Next Steps



- Expand outreach across all departments and service lines
- Enhance reporting and data tracking capabilities
- Continue refining workflows based on feedback
- Measure long-term impact on physician satisfaction and retention





Q & A

Thank you

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