

## Accountability-Driven Physician Relations Strategies

by Kriss Barlow

Organizations are reframing physician relations into an accountability-driven model. While each system measures or values outcomes differently, physician relations can deliver results. Consider these options for measuring your program:

### Quantitative Results

- New referrals across all services
- Service line specific referrals
  1. In-patient
  2. Out-patient
  3. Both

### Qualitative Results

- Physician and patient satisfaction
- Improved physician communication
- Increased physician interaction
- Market Intelligence



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