

# Physician Liaison Fellowship Program

## Overview

University Hospitals Department of Clinical Integration launched its inaugural Physician Liaison Fellowship Program in the fall of 2016. We are excited to offer this groundbreaking program once again for fall 2017. Selected fellows will travel to Cleveland and spend three days in a mixture of classroom learning and spending time in the field with their group of physician liaisons. Fellows will learn about examples of physician outreach best practices to increase their awareness of how another large academic medical center approaches physician outreach and onboarding. Two physician liaison fellowships will be awarded.

## Learning Objectives

- Distinguish physician outreach best practice methods
- Recognize clinical integration and physician outreach ROI measurements
- Demonstrate field activity documentation
- Leverage how digital technologies have advanced physician relationship efforts

## Timeline

Fellows will travel to Cleveland, Ohio, for three days and three nights, arriving Monday evening, October 2, classroom work all day Tuesday, in the field all day Wednesday and most of Thursday before returning home Thursday night, October 5.

### Day 1 (Tuesday, October 3, with an arrival on evening of Monday, October 2):

- Welcome/kickoff with clinical integration team
- Department of Physician Outreach overview (structure, territory)
- Physician relationship and support staff skill building
- Field activity tracking, documentation and physician outreach ROI
- Onboarding new primary care and specialty physicians
- Overview of digital platforms to promote communication and practice building
- Sports marketing for physician outreach efforts
- Role of clinical integration and physician outreach
- Meeting and interaction with physician outreach physician champions
- Evening networking event with clinical integration team

### Days 2 and 3 (Wednesday, October 4, Thursday, October 5)

- In field with senior physician liaisons and physician liaisons; during these field-based days, fellows will be interacting with both University Hospitals employed as well as independent/private practice physicians observing physician outreach best practices
- Thursday evening, return home

## Qualifications and Applications

Professionals in a physician liaison, physician outreach and/or business development function at a hospital or academic medical center located within the United States are eligible. All candidates must complete and submit an application, current resume and provide two professional recommendations, including one from their current employer/manager approving them to apply and participate if selected. Finalists will also conduct a phone interview with representatives from University Hospitals physician liaison staff. Selected fellows must be able to travel to Cleveland the week of October 2, 2017.

## Program Costs

There is no tuition for the fellowship program; however, selected fellows will be responsible for their own travel costs including any airfare, hotels and meals. Due to the classroom and field-based work with our physician liaisons, a rental car is not necessary.

## Application Timeline

Applications will be open starting May 1, 2017, and will be accepted until July 17, 2017. Applications will be reviewed and two fellows will be announced by August 1, 2017.

Completed applications and other required items, and questions about the program, should be submitted to Jason Lansdale, Senior Physician Liaison, University Hospitals Department of Clinical Integration at [Jason.Lansdale@UHhospitals.org](mailto:Jason.Lansdale@UHhospitals.org). He can also be reached at 937-609-7611.

## Application Checklist

- \_\_\_\_\_ Completed Application
- \_\_\_\_\_ Current Resume
- \_\_\_\_\_ Two letters of reference, one being from your current employer/manager approving you to apply and participate if selected

## About University Hospitals

Founded in 1866, University Hospitals serves the needs of over 1 million patients per year through an integrated network of 18 hospitals, more than 40 outpatient health centers and 200 physician offices in 15 counties throughout northern Ohio. The system's flagship academic medical center, University Hospitals Cleveland Medical Center, located in Cleveland's University Circle, is affiliated with Case Western Reserve University School of Medicine. The main campus also includes UH Rainbow Babies & Children's Hospital, ranked among the top children's hospitals in the nation; UH MacDonald Women's Hospital, Ohio's only hospital for women; and UH Seidman Cancer Center, part of the NCI-designated Case Comprehensive Cancer Center. UH is home to some of the most prestigious clinical and

research programs in the nation, including cancer, pediatrics, women's health, orthopedics, radiology, neuroscience, cardiology and cardiovascular surgery, digestive health, dermatology, transplantation and urology. UH Cleveland Medical Center is perennially among the highest performers in national ranking surveys, including "America's Best Hospitals" from U.S. News & World Report. UH is also home to Harrington Discovery Institute at UH – part of The Harrington Project for Discovery & Development. UH is the second largest employer in northern Ohio with 26,000 employees.

For more information, visit [UHhospitals.org](http://UHhospitals.org) and for more information about our Department of Physician Outreach, visit [UHhospitals.org/PhysicianOutreach](http://UHhospitals.org/PhysicianOutreach).

## University Hospitals Physician Liaison Fellowship Program Application

First name:

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Last name:

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Employer name:

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Employer location (full address):

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Your current title:

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Current length in position:

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Total experience in physician liaison/physician outreach roles:

\_\_\_\_\_ 1 – 2 years      \_\_\_\_\_ 2 – 5 years      \_\_\_\_\_ 5+ years

Email:

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Phone number:

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Why are you interested in this fellowship program?

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Describe current challenges with your role as a physician liaison or outreach professional in today's environment and how you work to address these challenges.

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