

CONIFER REFERRAL
MANAGEMENT



Helping You:

- Assist patients with finding and locating appropriate care options within your network
- Operate objective referral rotations to support compliance with state and federal regulations
- Increase physician satisfaction and loyalty
- Enhance patient loyalty and consumer mindshare
- Improve revenue performance and measure success through enhanced metrics

Strengthen Your Physician Network Strategy to Increase Referrals

Improving coordination of patient care, strengthening your physician network and enhancing relationships with your community and consumers

YOUR BUSINESS CHALLENGE

As healthcare and hospital-physician relationships have evolved, so has the opportunity for patients to make more informed decisions about which doctors they see and why. Healthcare organizations are continuously challenged with building and nurturing relationships with physicians who work within your health system. Today, as providers strive to maintain and strengthen ties with their patient populations, the availability of a solid physician referral resource is crucial.

WHAT WE OFFER

Conifer Referral Management helps healthcare organizations build and maintain key relationships with consumers, patients and physicians to drive satisfaction, awareness and growth. Our referral services assist with meaningful use criteria by providing complete and accurate health information, greater access to provider information and a sense of empowerment for individuals to take a more active role in their healthcare.

Conifer Health helps organizations transition from volume to value-based care, enhance the patient experience and improve quality, cost and access to healthcare.

CONIFER HEALTH SOLUTIONS®

Hospitals & Health Systems
ConiferHealth.com/Hospitals

Physician Groups
ConiferHealth.com/Physicians

Employers
ConiferHealth.com/Employers

Our combination of expert physician referral advisors, customized provider profiles, and online physician finder provides 24/7 access to information while maintaining hospital-defined and objective rotation practices. Conifer Referral Management increases engagement and satisfaction by:

- Using comprehensive logic to match consumers and patients with the right physician by category such as specialty, gender, language spoken, office hours, insurance and much more
- Offering the ability to locate physicians through physician finder search capabilities on your health system's existing website
- Maximizing exposure to your referral program and awareness of available physician and specialist scheduling
- Providing access to robust physician profiles including photos, links to practice websites and mapping technology

HOW WE'RE DIFFERENT

Employed physician and medical group strategy

We understand that employed physician groups come with a subset of challenges and opportunities. Our physician referral solutions can be customized to support group practices and objectives from the system, regional or hospital level. Our account managers will work with your team to identify how we can uniquely assist with your employed group campaigns and initiatives, and provide reporting to support these efforts.

Partnership between physician relations and liaison teams

Our services help build brand awareness of your facility. We will partner with your physician relationship management and liaison teams to arm them with powerful analytics and feedback to demonstrate your hospital's important role in your community.

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