



ACCC's First Physician Leadership Institute

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ACCC'S First Physician Leadership Institute

MARKETING TO PAYERS AND PATIENTS

To learn more about strategic marketing and the business side of medicine, close to 100 oncologists gathered in Carlsbad, Calif., for ACCC's first Physician Leadership Institute, entitled "Positioning Your Practice for a Successful Future." The two-day meeting, which was sponsored by Glaxo Wellcome Oncology, focused on helping physicians to think more like marketers: to first determine what they do well and how they stand up against their competitors, and then to create a targeted marketing plan that meets buyers' expectations and needs.

"The issue is not whether a practice or hospital should market its program. The issue is what style to use," said presenter Paul N. Bloom, Ph.D. The ideal "style" should bring customers and employees together and be analytical, efficient, and aggressive, according to Bloom, who is professor and chairman, Marketing Division, Kenan-Flagler Business School at the University of North Carolina in Chapel Hill, N.C. He told physicians that payers' perceptions about a practice can be changed "by providing quality care, selling yourself, and providing information about what you are good at."

Meeting attendees voiced concerns that payers care only about cost and not about quality service. Not true, according to Melinda H. Privette, M.D., J.D., director of medical affairs with Blue Cross/Blue Shield of North Carolina. She noted that reduced medical and administrative costs are but one of the attributes of the "ideal provider." In addition, from the managed care organization's point of view the ideal provider must also

- meet high quality standards and actively participate in the managed care organization's utilization programs
- share a wellness philosophy and



About 100 physicians attended ACCC's Physician Leadership Institute, held October 16-17, 1997, to learn how to better promote their practices.

appreciate the efforts by the managed care organization to keep patients out of the hospital

- have practice patterns consistent with the managed care organization's standards for medical records, documentation, patient confidentiality, openness to accept new patients, appointment wait time, and office hours
- know and comply with NCQA standards.

As competition heats up in the health care arena, physicians must market their practices to patients, hospitals, payers, and even corporations. ACCC's first-ever Physician Leadership Institute scored success by teaching physicians how to promote their strengths through highly targeted marketing plans.

CANCER DRGS: NEW AND IMPROVED

The eleventh edition of *Cancer DRGs: A Comparative Report on Key Cancer DRGs* is now available. The monograph marks a significant departure from previous editions. For the first time our data collection effort targets all cancer patients—not only Medicare

patients—discharged from ACCC member institutions. Our intention is to increase the validity and usefulness of our cost and revenue data, particularly since hospital administrators must look at the whole patient population if they are to gain insight into the state of hospital cancer program finances.

Another important change to this year's monograph is the addition of a more detailed analysis for five DRGs: 82 (Respiratory Neoplasms), 172 (Digestive Malignancy), 257 (Total Mastectomy), 410 (Chemotherapy), and 481 (Bone Marrow Transplantation). For the first time participating hospitals were asked to include charge and cost data for diagnostic radiology and nuclear medicine, clinical and pathology labs, pharmacy, and operating rooms. Ninety-four hospitals (76 percent of respondents) provided this valuable benchmarking data.

ACCC member institutions will be mailed their copy of *Cancer DRGs* in February 1998. Additional copies are available for purchase at \$225 per copy for members/\$250 for nonmembers, which includes postage and handling. ☐