

2024 Early Career Webinar Series:

Building A Referral Network

December 5, 2024

7:00 – 8:00 p.m. CT

Co-Chairs and Moderators: Nitin Agarwal, MD; D. Kojo Hamilton, MD

Co-Moderators: Abdullah T. Eissa, MD, BS; Michael J. Suer, MD

Faculty:

Shay Bess, MD

Ronald A. Lehman, Jr., MD

Lara W. Massie, MD

Peter G. Passias, MD

This webinar is tailored for spine care practitioners, where we delve into the essential aspects of building a robust referral network. In today's rapidly evolving healthcare landscape, collaboration among healthcare professionals is paramount to providing optimal care for patients with spinal conditions. This one-hour webinar will equip spine care practitioners with practical strategies for establishing, nurturing, and growing their referral networks to enhance patient outcomes and practice success.

Upon completion of this session, participants should gain strategies to:

- Identify and engage with a range of healthcare disciplines;
- Understand how to tailor communication strategies to different referral partners; and
- Utilize technology for diverse referral network management.

Agenda

7:00 – 7:05 p.m.	Introduction and Welcome <i>Nitin Agarwal, MD and D. Kojo Hamilton, MD</i>
7:05 – 7:15 p.m.	Patient Support and Outreach <i>Lara W. Massie, MD</i>
7:15 – 7:25 p.m.	Developing a Research Infrastructure <i>Peter G. Passias, MD</i>
7:25 – 7:35 p.m.	PCP Outreach <i>Shay Bess, MD</i>
7:35 – 7:45 p.m.	Augmenting Your Online Presence Through Reviews <i>Ronald A. Lehman, Jr., MD</i>
7:45 – 8:00 p.m.	Discussion, Questions & Answers <i>Faculty Panel</i>