

Beaumont Physician Partners

Engaging and supporting Beaumont doctors

June 7, 2018



Your physician weekly bulletin

Welcome to the first issue of the physician weekly bulletin, Beaumont Physician Partners' weekly news email.

Over the past several months, Beaumont has been on a journey to measure physician engagement across the organization. Leadership learned that there are definitely areas to improve. Specifically, independent physicians on our medical staff requested reliable, physician-focused news to be delivered on a regular basis; hence the creation of the physician weekly bulletin, which will be emailed every Thursday to every physicians' Beaumont email account.

Beaumont Physician Partners provides health system administrative services to Beaumont physicians. It offers health care practice management, business development and entrepreneurial services to hospital and practice-based physicians, primary care physicians and specialists.

As senior vice president of Beaumont Physician Partners, I am the conduit for medical staffs, the independent medical staff and ambulatory physicians, to represent concerns, requests and needs.

Please feel free to contact me with input, topic ideas or concerns. You can contact me at 248-551-9993 or email me at david.walters@beaumont.org.

I look forward to your feedback on the first issue of the physician weekly bulletin.

Sincerely,

A handwritten signature in blue ink that reads "David P. Walters, D.O." The signature is fluid and cursive, with a stylized "D" and "W".

David P. Walters, D.O., MHA
Senior Vice President, Beaumont Physician Partners



Marketing update

By Mark Bohlen, senior vice president, chief marketing and communications officer

Recently, I presented a marketing and communications overview at one of our medical staff meetings. As health care is evolving, our responsibility as a marketing and communications team is to ensure that Beaumont's marketing strategy meets the needs of today's health care consumers. Your input and engagement are crucial to these three key points:

- Our marketing strategy has evolved to be more in sync with today's health care consumer.
- Results so far look positive. We've noted increases in awareness, preference, referrals and net promoter score.
- We are looking for ways to leverage the equity in the past campaign "Do You Have A Beaumont Doctor". [Read more](#).



Medical Staff Symposium: Networking, fun, CME

On June 21-23, the Beaumont Health Medical Staff is sponsoring the 21st annual Medical Staff Symposium at Boyne Mountain. This event has been quite popular over the years, enabling colleagues and their families to convene for a few days of learning and laughing together.

This year, we are offering 8 AOA 1-A CME credits and 1 CME which counts towards the state licensure requirement for 3 CME credits in pain and symptom management. [Read more.](#)



Opioid conference and updates with live stream

The opioid drug crisis presents challenges to many health care professionals. From 9 a.m. to 1:30 p.m. on June 21 at the Mocerri Learning Center, this conference will deliver valuable information for physicians, practitioners and nurses. For more information, please click [here](#).

Also, a Pain Management Series will be held on [June 20](#) and [June 27](#). These lectures will cover “hot topics” such as recent opioid legislative changes and their impact on your work at Beaumont, including changes to Epic/*oneChart*.



One day left to vote for Hour Detroit's Top Doctors

There is not much time left to nominate Hour Detroit magazine's 2018 Top Doctors. Cast your votes for your colleagues at www.hourtopdocs.com. Voting will be open until midnight on June 8.

I encourage you to vote for respected, qualified and talented medical professionals – doctors to whom you would refer a loved one. [Read more.](#)



Beaumont HouseCall Podcast launches for patients, families

For medical questions – simple and complex – many people turn to Google, which doesn't always result in the right answers or reliable advice. Wouldn't it be better if they could download or stream a podcast about a variety of topics that would help them live smarter, healthier lives? With the launch of the Beaumont HouseCall [Podcast](#), now they can.

Nick Gilpin, D.O., chief medical officer, and Asha Shajahan, M.D., Community Health medical director, both of Beaumont Hospital, Grosse Pointe are hosts the Beaumont HouseCall podcast that debuted in May with five [episodes](#). [Read more.](#)

Watch your Beaumont.org email for your weekly issue. To activate your Beaumont email account, please call 888-481-2448 and press 1 at the prompt.

To view past issues, go to provider.beaumont.org/About-Us/beaumont-physician-partners.