

## Physician Relations

*The Physician Relations  
Director is here for you!*

- ◆ To help you get to know the facility, where things are and how processes work
- ◆ Help you with special requests, issue resolution, answer questions
- ◆ Help you meet other physicians in the area
- ◆ Physician Referral Line
- ◆ CME/Grand Rounds

**Kathryn Scoblick,  
Physician Relations  
Director**

**512-816-6113**

**512-897-0661 (cell)**



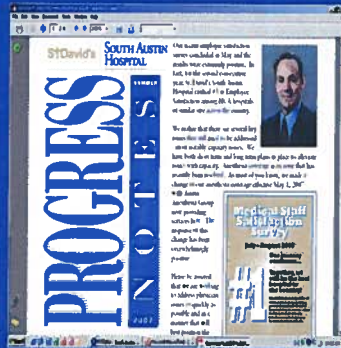
The Director of Physician Relations role is to be an extension of the South Austin Medical Center(SAMC) directors and executive teams and is committed to working with physicians and their staff to ensure satisfaction within all areas of SAMC.

Kathryn Scoblick is the director in this position and will meet your needs:

- By informing you and your staff of updates, changes and new additions within SAMC.
- By acclimating you to the facility, where things are and how processes work.
- By keeping the lines of communication open with you and your staff in order to continue a high level of satisfaction with SAMC's services.
- By developing and implementing networking plans for you to meet referral sources in the community.
- By assisting you and your staff with issue resolution in a timely manner and relaying any special requests you may have through the appropriate channels.
- By answering any questions you and your staff may have.
- By adding you to the physician referral line as a means to grow your practice.

## Marketing Services

- ◆ Media Relations - proactive media for new procedures
- ◆ Educational Seminars
- ◆ Physician Newsletter  
*Progress Notes*



Tana Sykes,  
Corporate  
Communications &  
Marketing Director



Marketing and Corporate Communications is responsible for physician, public and media relations at the hospital. Specifically, for physicians, we provide several ways to help you market your practice:

1. Media Relations
2. Corporate and community outreach - We offer physician-taught educational seminars at various times throughout the year. We also offer hospital-based educational seminars on a wide variety of topics.
3. Distribution of Progress Notes - our medical staff newsletter - is published quarterly and mailed to your office. The newsletter provides information that will be of interest to , such as new services at the hospital. If there is information that you would like to have included in the newsletter, contact Tana Sykes.

**Tana Sykes, Corporate Communications & Marketing Director**

**Office. (512) 816-6396**

**Mobile. (512) 844-5962**