

## **Hospital-Physician Relationships: Taking a Proactive Approach to Building Mutually Successful Relationships**

Mary Lou Bowers, MBA President & CEO and Rhonda M. Gold, RN, MSN, Director of The Pritchard Group, LLC in Rockville, MD. [www.thepritchardgroup.net](http://www.thepritchardgroup.net)

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Making decisions about your professional future is not as simple as following a road map or going through a checklist. Your unique reality, personal preferences, monetary requirements, geographic location and more impact the path that you will choose to take. One size does not fit all. The focus of this article is to help you think about how hospital-physician relationships can be beneficial for all parties.

For everyone "guesstimating" changes on the horizon for oncology business in the hopes of accurately forecasting the future, there is no crystal ball. However, having insight into local and national health care, legislative, regulatory, and insurer issues and trends enables health care providers to better evaluate their options and plan successfully for their future. We live in a dynamic environment where our personal needs and the world around us change regularly. Oncologists and other providers of oncology services should evaluate their strategic plan—including their professional relationships—on an annual basis.