

HOST KELLEY KNOTT & SPECIAL
GUEST DR. JOHN COREY

STUDYING THE ATHLETE



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PATIENT CONVERT PODCAST

09

The Patient Convert Podcast with Kelley Knott

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Patient Convert Podcast – Dr. Corey #109:

Kelley Knott: [00:00:12] Hello my Physician liaison University family, I have an amazing guest with me today. That is Dr. John Corie from the Arizona Institute of Motion. Now, Dr. Cary is a specialist when it comes to foot and ankle, and he's also an orthopedic surgeon, which is all the same, of course. But Dr. Corey, tell my students a little bit about your specialty and who you are.

Dr. John Corey: [00:00:37] My name is John Corey. I'm a local orthopedic surgeon. I happened to have a small niche interest in the human process, locomotive process. So I specialize in athletic and sports type injuries of all ability levels of the foot and ankle and lower extremity. Here locally in Phoenix and Scottsdale area, and I'm fortunate enough to work with all types of athletes from grandma down to professional and international athletes.

Kelley Knott: [00:01:08] Hey, we all need the care. Okay. Dr. Gorry, so what do I do for my students? Someone asks really quick questions that help them and kind of building a glossary of information when trying to craft their message. And we call this referral

validation. So this is about identifying the needs and wants of referring physicians from the mouths of physicians. So my first question is now you guys, Dr. Corey has his only on. So he is very familiar with this process. Dr. Korie, when it comes to physician Liese Enns, or maybe this can be a medical sales or pharmaceutical sales rep in your head. But one of the questions I asked physicians is, is there a physician liaison or a medical sales or pharmaceutical sales rep that stands out to you in your experience, either positively or negatively? Now, this could be because they made our impact and helped you point a referral in a direction, or maybe they stand out in a negative way because they did something totally wrong. If so, why?

Dr. John Corey: [00:02:07] I think the one name that came to a head immediately gained my head immediately.

Kelley Knott: [00:02:11] You don't have to name a specific person to hit home to give a name, and I can. I'm happy to do it. He earned it. You were a friend of mine.

Dr. John Corey: [00:02:21] I'll leave it as a friend of mine named Harvey. He worked for a major musculoskeletal device company for more than two decades. He I think he was very much what I would consider the gold standard of somebody who was a representative for their company in how he interacted with physicians. The level of his integrity was an unimpeachable his. If he said he was going to do something, he did it. He showed up on time. And if for whatever reason during the interaction, for instance, things went sideways and actually it turned out where it wasn't going to be his equipment that was being used. He would actually go the extra step and call the person whose equipment was going to get used because he knew the physician was having to make other decisions at that moment. So I think it's really about you want to be a liaison for physicians and understand that you're you're actually acting as somebody who is trying to assist them in whatever those processes are. And sometimes you do have to go above and beyond if you want to have that relationship with the position, that is great advice.

Kelley Knott: [00:03:33] Liaisons, I hope you're listening to that. He's talking about even going that extra step. Maybe it doesn't involve a referral to your physician, but maybe you have a relationship with a different specialist or physician that would be

better suited. And I know the physicians will respect that. They will like that and see you as a resource and adding value to you. Agreed, Arkadi? 100 percent agree. Okay.

Kelley Knott: [00:03:54] Anything that makes their day easier as the resources, they're going to go back to it the next time, I promise you.

Kelley Knott: [00:04:01] That's great advice. My second question is now you are a what I call a super specialist. So I call physicians that when they kind of go beyond a certain fellowship and really specialize in a certain treatment. But when it comes for you and you are referring out, what practice or specialties are you referring out to? What are your top? You know, if you have a top five list of the specialties you're referring out to. And if you can give me an example of what you refer out to, like, for example, if you're going to say I refer to oncology and it's this, this and this, just so they understand the correlation between the specialty and the procedures so they know how to craft a message.

Dr. John Corey: [00:04:44] Absolutely. So in my case, being somebody who sees orthopedic injuries, which could be fractures and so on. I also see foot nego problems which don't involve necessarily injuries could be diabetes or other things like that. So I do refer to a number of neurologists who are looking at things like neuropathy that could be from diabetes or some other cause. I referred to the type of doctor that takes care of diabetes, which could be a primary care doctor or an endocrinologist. So primary care physicians and doctors that specialize in the care of the hormone balance in the body. I refer out to other types of orthopedic doctors, for instance, that somebody has a very complex can fracture. That would be a subspecialty type fracture within the hand. I do some simple procedures of fingers and wrists and those. When necessary, but I also have friends and colleagues that are top notch positions that do hand work and tend to work on the hands, so I refer said super specialty type orthopedic care to those doctors. Had somebody who specializes in operating on the hip or somebody the hand or the spine. I refer out to those types of physicians when the level of care is obviously needed at that excellent level for our patients.

Kelley Knott: [00:06:04] That's a really good point. And Liesje Enns too, he's seen all types of patients. He's talking to them about healthy movement and he sees a lot of athletes. So there's a lot of room there for referrals. So you don't want you guys to kind

of get a little bit innovative and think about the types of patients you're referring physicians are seeing, because I really love some of those suggestions. What's to stop? An athlete probably is experiencing a lot of other, you know, injuries as well or trying to be preventative with their care. So it's important that we do think about these things. Thank you. And number three, let's say liaison has walked into your practice.

Kelley Knott: [00:06:40] They get that time with you face to face. What would be a message that eles on could say to you in your practice that may sway a referral to a specialist or want you to have more information or impress you? What matters most in that conversation?

Dr. John Corey: [00:07:00] I really think. I think it's. Trying to do enough background, so if somebody came into my office and say they were from a neurology group or quite, quite real world in my circumstance, a group of people who do cardiology and also do some of the lower extremity, non-invasive tests that we sometimes have to do pre surgically, which are ultrasound tests to look at the blood vessels and things like that. They came to our office and had their liaison there, physician liaison come over and they came over with a very clear message. This is who we are. This is what we do. We see patients same day. We do pre-operative evaluations. This is how we can help you. We know this is what you do and we know these are the type of patients you see. So they were prepared when they got here with a very clear message of this is how we can interact in a way that our shared patients, whether you refer to me or we refer to you, our shared patients are going to have this type of care between our offices. The message was very clear that the application of the message was very clear. And, you know, if you think of it in sort of that mind, body, spirit way, the spirit of us collegially working together, the application, the body of how we're going to do that was talked about. And then for the heart of it is like this is how we're gonna do. It was all right there within the discussion. And it's because we took the time to actually have that discussion between between two practice that.

Kelley Knott: [00:08:34] So Physician liaison, we talk so much about that in Physician liaison University, Dr. Cory, I talk with my Liz Enns about being clinically knowledgeable to answer questions, being to the point and specific to the needs and wants of referring physicians. Like you said, I think tests are a huge way to talk about something really specific to MUTUEL patients and kind of talking about how you can do those things and

save time in St. Minor for all. So thank you so much. I have one final question and I want you if you could.

Kelley Knott: [00:09:06] What would be the biggest advice you have for a physician liaison if they wanted to get that face to face meeting with you and it can be redundant. Some physicians say, you know, just good messaging and my front desk will let you back, but just wanted to see.

Dr. John Corey: [00:09:22] I think, again, it comes down to if you know the message that you want to get across to me and you. You show me some indication that you've gone to the steps of knowing how it's going to interact with what I already do. You have you will have my attention to get your opening statements and your your message out, whether or not it merges with mine, that's yet to be seen on each interaction. But you'll get the time for me if you're prepared to. The point to say, here's what we are. Here's how we think this interacts with your company. But you have to know what my company does. Right, to do that.

Kelley Knott: [00:10:01] Absolutely. I could not agree more. That is excellent advice. So physician liaison my appeal you community. Dr. Corri is located in Arizona. And again, the name of his practice is the Arizona Institute of Motion. I will have a link to his Web site and his social media. If your physicians would like to connect with Dr. Corri, please feel free to reach out to me. Dr. Gorry, or would you rather them reach out to you directly?

Dr. John Corey: [00:10:31] Either you're happy to do it.

Kelley Knott: [00:10:33] Ok. And I will make sure that maybe you can schedule some face to face meetings with Dr. Corey and maybe build some mutual friend relationships. And of course, I will have links to a social media. So go on, support him and thank him for taking the time for answering these questions and helping us out. So thank you so much, Dr. Corey. I really appreciate it. Thank you.

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Thanks for listening. Kelley Knott

