

***HFMA Conference
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***Effective Networking for
Healthcare
Professionals***

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About Me

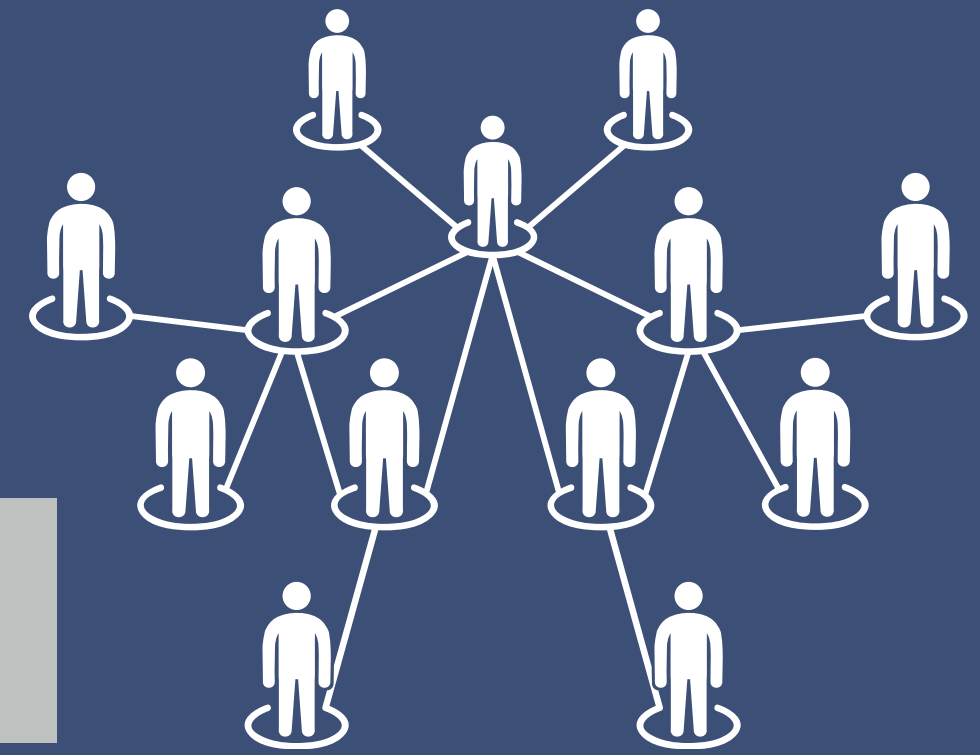
I help medical practices optimize financial health, staff engagement, and patient experience by implementing strategic, data-driven solutions. As a practice performance strategist, I don't just identify problems, I provide sustainable, actionable strategies that drive long-term success.

Over 30 years of experience working in and teaching medical practice administration make me uniquely qualified to help leaders and practices identify and achieve their goals.



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Today's Objectives



1

Describe what networking is and isn't

2

Describe the benefits of a professional network and learn how to develop and maintain one

3

Identify at least one new source for professional development and growth

4

Identify 3-4 potential partners to reach out to for personal and professional support

Who Likes To *Network*?



Networking is Not...

- Meeting people just to get something from them

- Building a database of people who might benefit from what you offer

- Passive

- Quantity



Networking is ...

- Mutual give and take. With an emphasis on GIVE

- Building a community of people who strengthen one another

- Active

- Intentional



Why Build A Professional Network?



1

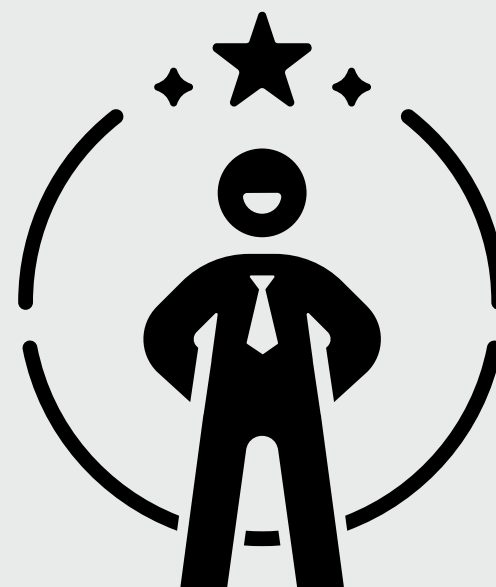
**Strengthen your skillset,
improve your work
performance, and
engagement**

2

**Be a resource to others
and increase your own
self-confidence**

3

**Improve your mental
health and work-life
balance**



Story Time



“This refills my tank when lots of my other work and meetings drain it”

“It’s the highlight of my month”

“You get it”

Where Can You Develop & Maintain Your Professional Network?

LinkedIn

- Build and update your profile
- Interact with interesting posts and authors
- Follow people and topics that interest you



Facebook Groups

- These are different from FB pages
- Seek out new ones to join or create your own
- Participate regularly



Where Can You Develop & Maintain Your Professional Network?

Professional Associations

- Volunteer to serve on Committees/Boards
- Seek out less obvious connections & other interests



Meet Your Neighbors

- Check in regularly with other businesses near yours
- Start a text, Facebook Group, or email group



Networking Cohorts

- Join one, or start your own!



How Can You Develop & Maintain Your Professional Network Every Day?

Connect With a Purpose

- What can I give?
- What can I learn?
- Who do others need to know?
- Don't fear competition



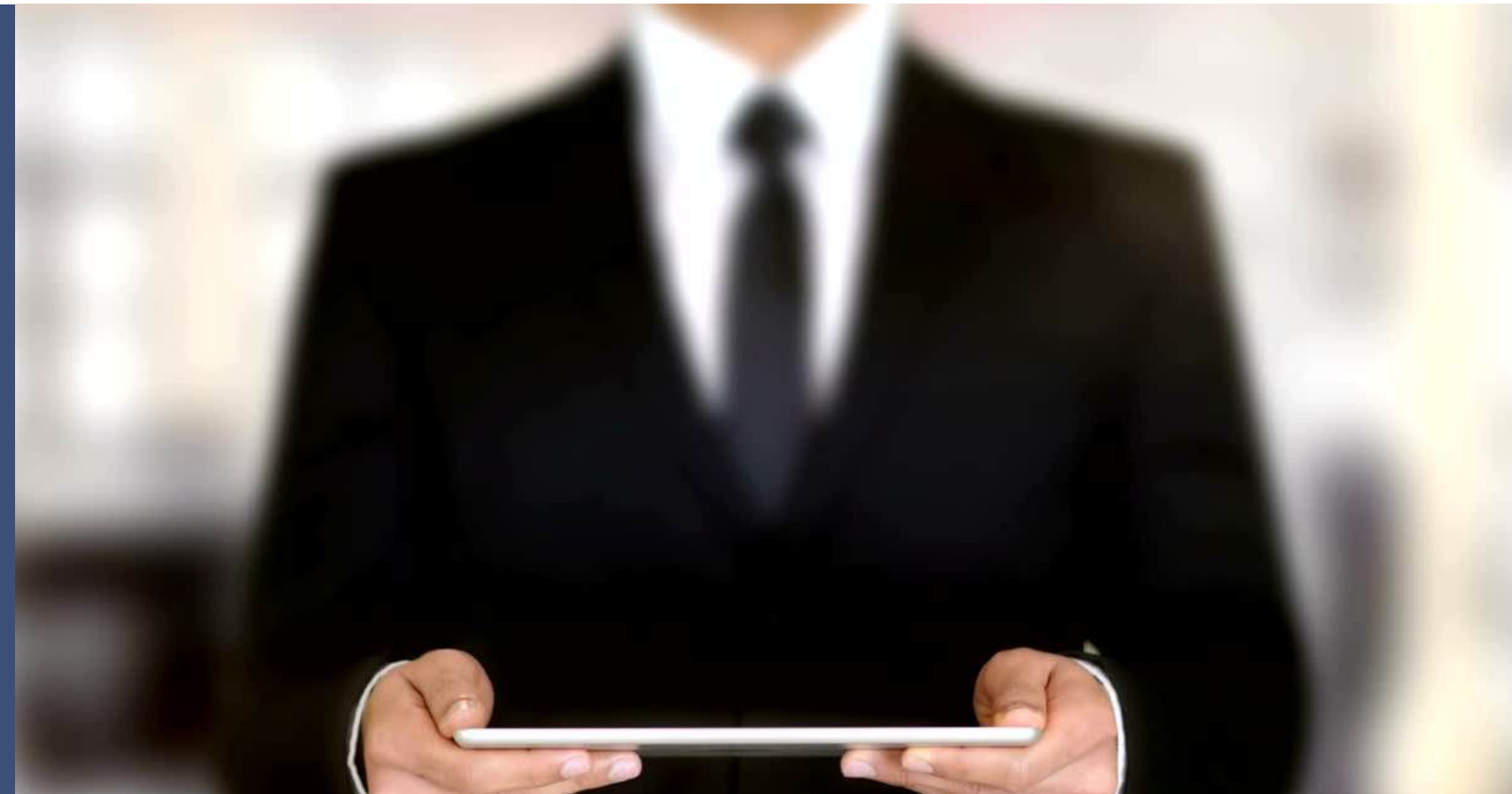
Get Personal

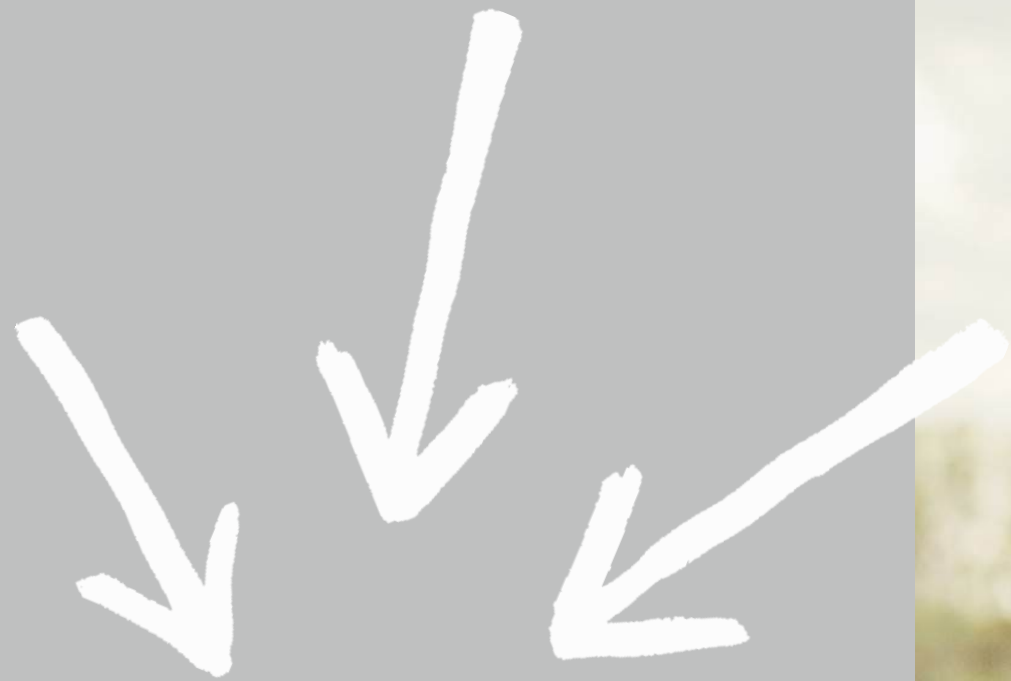
- Share your interests & ask about theirs

How Can You Develop & Maintain Your Professional Network Every Day?

Build On Relationships

- Schedule consistent check-ins
- What went well since we last spoke?
- What challenges are you having?
- What are your long-term goals?
- Ask “How Can I Help?”





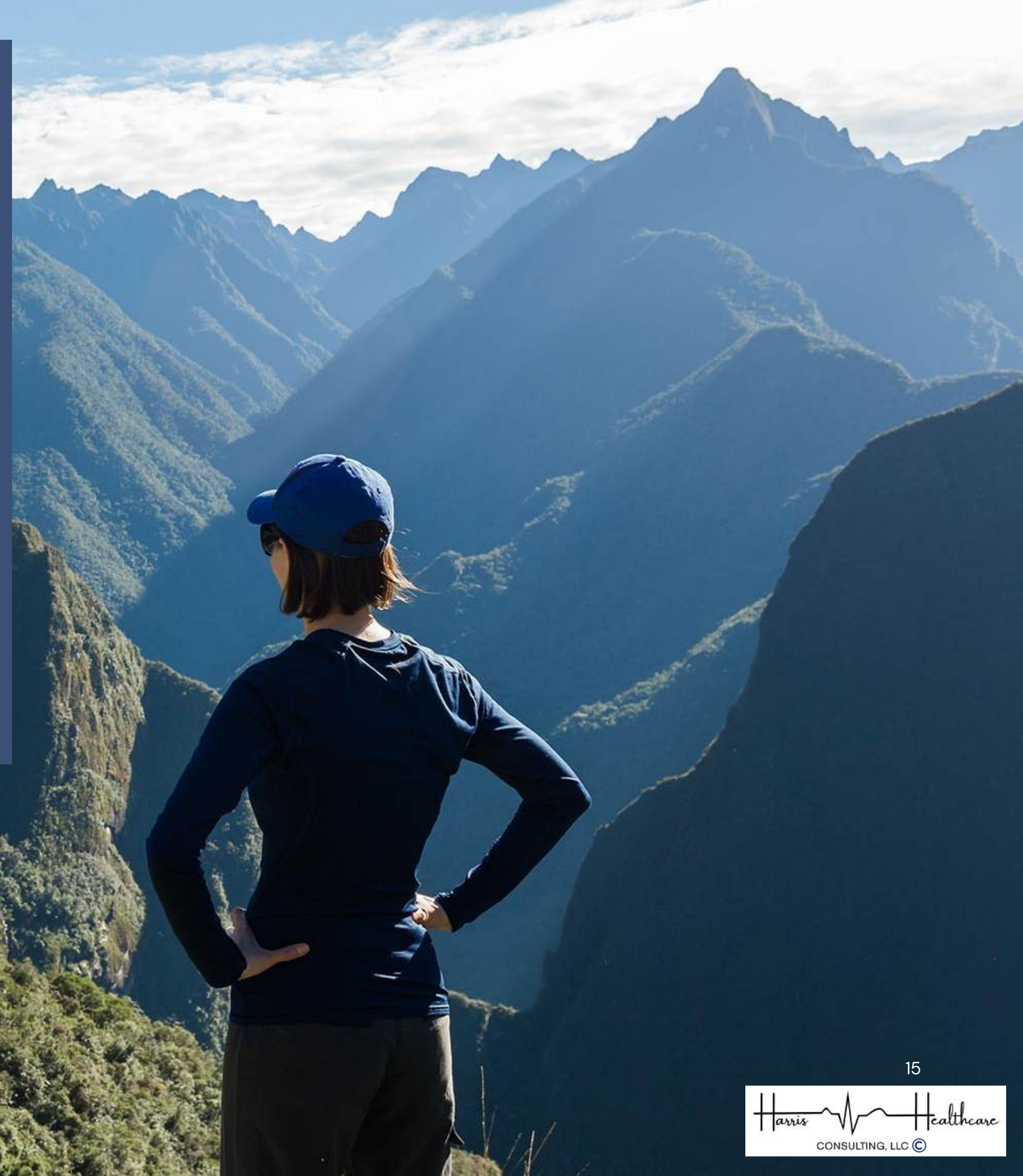
ALL FRIENDS BEGIN AS STRANGERS.
PANDA EXPRESS

#PANDAWISDOM



Small Group Discussion & Networking

Share *The Best Piece Of Advice* You Have Gotten From a Therapist, Coach, Friend, or Other Connection

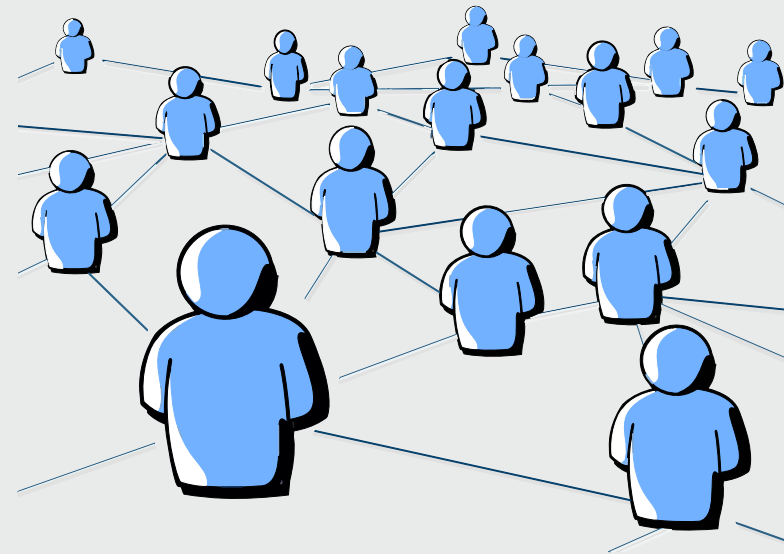


What is Your Favorite *Resource* For Professional Development and Growth? Why?

Complete The Contact Form & Take a Photo



- 1 - NAME**
- 2 - CELL PHONE**
- 3 - EMAIL ADDRESS**



Now you have your own Networking Cohort!

“ Asking for help is often the one simple act
standing between us and success

Dr. Wayne Baker – University of Michigan

”

***Generosity* isn't the problem.
Getting people to ask for what they
need is the problem.**

Smart people ask for what they need.





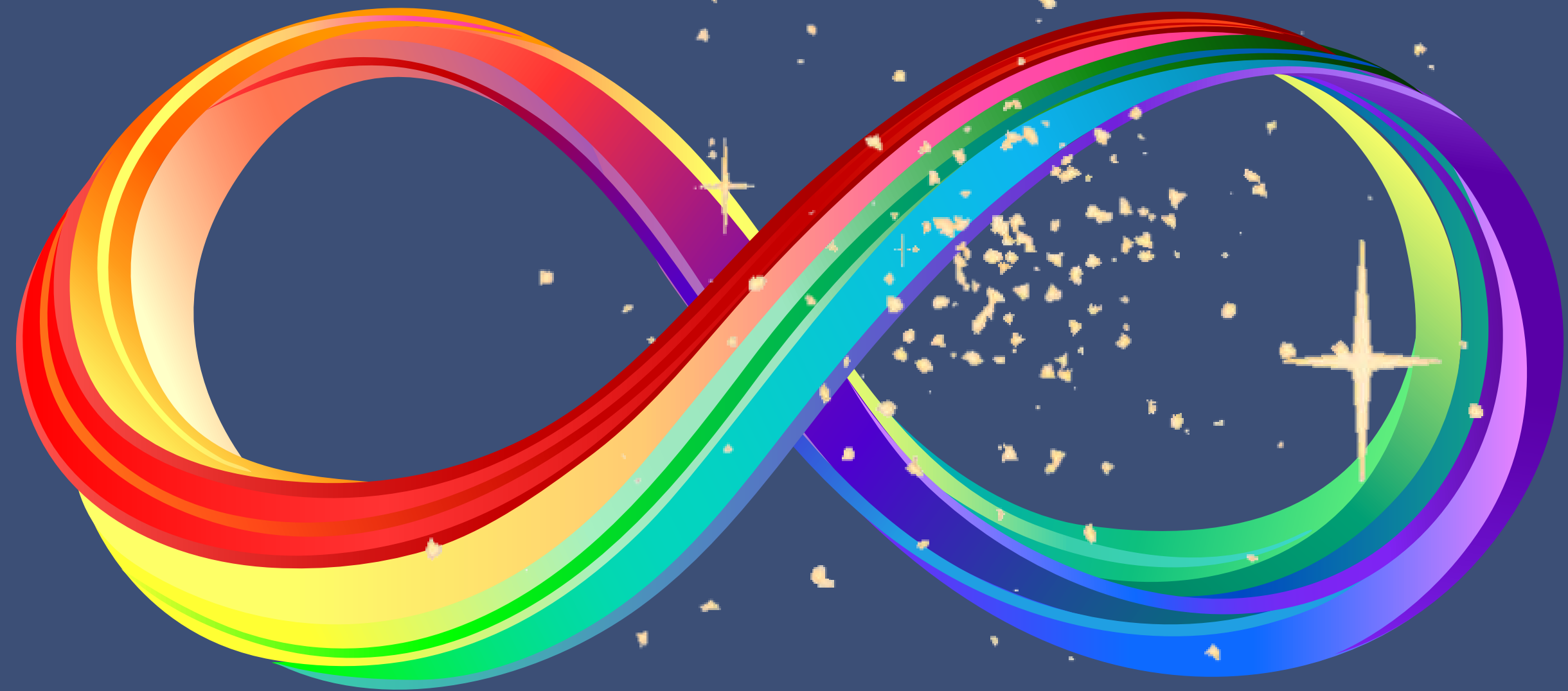
Why do we underestimate the number of people who are willing to give?

When we try to predict others' reactions to the ask, we focus on the costs of saying yes

People believe there aren't many "givers" around them

We have social norms against sounding too charitable

Reciprocity Ring



***“If you want to build a culture of helping, you
need to build a culture of help-seeking”
– Adam Grant***



PART ONE

Request Help on a Post-It

One Request per page



Ok to make multiple requests

**Make it PERSONAL or
WORK-RELATED**

Be as specific as possible

Write your name on the Post It



Thought Starters:



I am currently working on ___ and could use help with ___

My biggest hope is to ___ and I need ___

I am struggling with ___ and need ___

I wish I knew someone who ___ to help me ___

PART TWO - Offer Help



HOW CAN I HELP?

**Consider what you
can provide or
who you can
introduce them to**



**Exchange
Contact
Information**



Follow Up!

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Describe what networking is and isn't

2

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Identify 3-4 partners to reach out to for personal and professional support

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Identify at least one new source for professional development and growth

CONCLUSION



LET'S CONNECT!

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