

Solo and Small Practice Workshop and Roundtable
Brandt Gibson, DPM and Andrew Schneider, DPM

A Message to Doctors with Small Practices....

Your Business is NOT Different!!!

Too often small practices think that they're running a small operation, because you have less cash, fewer patients and a smaller staff. You look at "large" practices and think you can't run that way. That ends up becoming a major issue when you realize that your *cash flow is suffering*, your *new patient volume is down*, and your *staff has developed habits that are driving you crazy*, or maybe *one of your staff members is leaving*.

You want to be the laid back practitioner that sees your practice as an extension of your family and you don't want to be too abrupt or demanding. You never wanted to be "that kind of boss." But you're working long hours, missing important events with your family, and taking work home with you (even if just in your thoughts).

The problem is not that you are small, the problem is you are thinking small. You should be running your practice...your BUSINESS...with the same focus that a Fortune 500 CEO has. In this session, Dr. Brandt Gibson, a solo practitioner in American Fork, UT, and Dr. Andrew Schneider, a solo practitioner in Houston, TX will review the top considerations that you, the business owner, should not let fall through the cracks.

These include:

- ✓ Removing the Roadblocks of a "small" practice
- ✓ Staff Management and Accountability
- ✓ Scheduling
- ✓ Systems and Protocols
- ✓ Reporting
- ✓ Marketing
- ✓ YOUR MAJOR BURNING ISSUES

You will also be provided resources to provide an "at-a-glance" view of your practice health to let you know what areas will demand your focus to build them up.

My Major Burning Issues

What is one question you would like answered by another small or solo practice?

If you could fix just one current problem in your practice, what would it be?

Are there other issues that are keeping you from the success you desire?

Delegation is the KEY.

Why did you open or buy a small practice? Whatever the primary reasons may be, it is not so that you can work more, make less money and have no time for family and friends. But is that your reality?

Utilize this DELEGATION technique and things will start to change.

What Should Be Delegated?

1. Over a 3-5 day period (for one work week if possible), make a list of everything you are doing.
2. Rank each item as follows:
 - A. Responsibilities that must be done by you as a licensed physician.
 - B. Responsibilities that can be done by you, but can be delegated with proper training.
 - C. Responsibilities that should never be done by you.
3. Determine if **C** items should be done at all (sometimes these are items that shouldn't be done anymore. Delegate immediately all **C** items that should be done. These should not be done anymore by you ever.
4. Create a process to delegate most if not all **B** items. This should include proper training and follow-up to ensure these items get done.
5. Determine if and associate or additional physician or physician extender should be hired to delegate **A**. This is the only way these items can be delegated.

	Responsibility	Who Assigned
A	Cortisone Injection – Plantar Fasciitis	NA
B	Foot X-ray, 3 views	Jessica
C	Opening/Sorting Mail	Amanda

Who Should I Delegate To?

- Each staff member should have distinct responsibilities for which they are responsible. As you empower your staff, they become more invested in helping your practice succeed.
- Cross-train your staff to ensure one staff member being sick or leaving doesn't stop the processes and procedures from continuing.
- Ensure there is regular training and follow-up to guarantee items are completed as they should be.

What Keeps You From Delegating? (These are problematic statements.)

- "Let me look at that."
- "That is next on my list"
- "I will get that done today."
- "That looks good, but let me make some adjustments."

Don't get in your own way of delegating jobs to others!

CURRENT STATE OF PRACTICE

Month:

MONTHLY GOALS

Item	Goal
Monthly Receipts	\$80,000.00
Patient Hours	96
Productive Patients	300
Per Visit Value (PwV)	\$190.00
Billed Per Visit	\$391.23
Visits Per Hour	3.75

MONTHLY RESULTS

Item	Amount
Monthly Receipts	\$60,000.00 50%
Per Visit Value (PwV)	\$190.00
AR Current	\$97,000.00 73%
AR Over 30	\$19,000.00 14%
AR Over 60	\$5,000.00 4%
AR Over 90	\$6,200.00 5%
AR Over 120	\$5,000.00 4%
Productive Patients	250 6%
Patient Hours	80
Billed Per Visit	340
New Patient Visits	60 -8%

PERCENTAGE OF GOALS MET

