

## Welcome to The Business of Pediatrics

5 – 30 minute sessions

- How Much Should I Pay An Employed Physician?
- Marketing Your Practice
- The True Cost of Immunizations
- Take Back Your Practice, Patients, and Revenue
- Social Media

High level overviews

Index cards for questions during 2 Q&A sessions



Pediatric Software Just Got Smarter. Your Practice Just Got Healthier.

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## How Much Should I Pay An Employed Clinician?

**Chip Hart**  
**Physician's Computer Company**  
**July 2013**



Pediatric Software Just Got Smarter. Your Practice Just Got Healthier.

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## Assumption

Your practice is not so desperate for an additional clinician that you are willing to take a financial loss in order to employ one.



Pediatric Software Just Got Smarter. Your Practice Just Got Healthier.

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# Step One: Hire The Right One In the First Place!

The Verden Group  
Your Partner in Practice

How to Engage Employed Physicians

PCC User's Conference  
10:45am-11:45am, July 17, 2013

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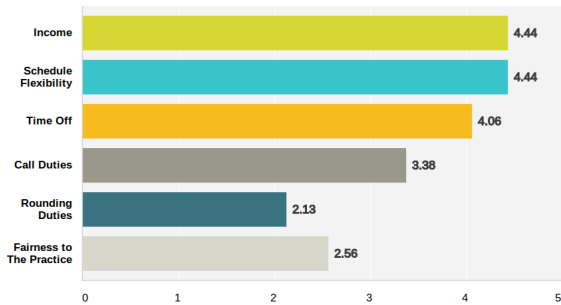
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# Step Two: Consider The Entire Compensation Package



Ranking of compensation objectives on a scale of 1-6 by employed physicians, 2013 Pediatric Compensation Model Survey, PCC.

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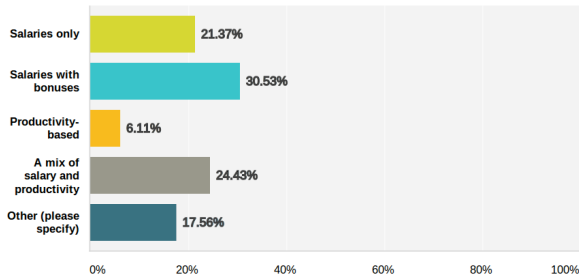
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# Step Three: Consider The Compensation Model



Distribution of compensation models for employed physicians in pediatrics offices, 2013 Pediatric Compensation Model Survey, PCC.

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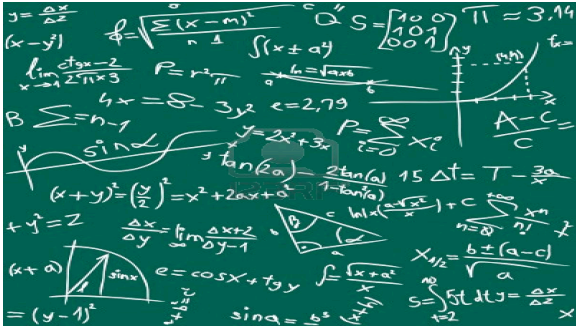
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# The Math



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# The Math



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# The Math

A good rule of thumb: 25-40% of expected payments is fair to the practice and to the employed physician.

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