

## Welcome to The Future of Pediatrics

- 1 – 60 minute session, 3 – 30 minute sessions
  - Staying Independent As A Practice (60m)
  - How To Prepare For Managed Care Contracts
  - Vaccine Hesitancy Study Results
  - Adopting “Best Practices” In A Pediatric Clinic
- High level overviews
- Index cards for questions during 2 Q&A sessions

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## How to Survive in a Big Practice Market

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

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## Common Pediatric Fairy Tales



*“My practice is too small to [fill in the blank].”*

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## Common Pediatric Fairy Tales

THE END IS NEAR.



*“Obamacare  
and Single  
Payer and the  
ACOs [and ...]  
are going to  
wipe us out.”*



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## Common Pediatric Fairy Tales



*“Get Big or Go Home.”*



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## The Boogeyman Alphabet Soup



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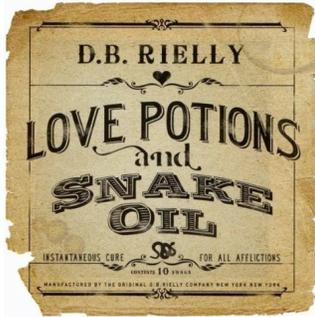
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**...and who is telling  
you these stories?**



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**Change**



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**Rules For Change**

**Don't be afraid of the monsters under your bed.**

- If they are bigger, you are *faster*.
- If they are bigger, you are *more creative*.
- If they are bigger, you are *more personal*.
- If they are bigger, you *provide better service*.
- If they are bigger, you *don't have to play by their rules*.
- If they are bigger, you *make your own rules*.

**If they are bigger, you are *better*.**



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## Rules For Change

### Don't listen to Chicken Little.

Anyone who sounds authoritative is guessing. Health care will continue to evolve just as it did the last 3 times your survival was threatened.

### The sky isn't falling.



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## Rules For Change

### Don't listen to Chicken Little.

There is *no* universal truth about health care in the US. All health care is local. What works, or breaks, in your town may do the opposite elsewhere.

Ignore ultimatums, absolutes, know-it-alls.

### The sky isn't falling.



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## Rules For Change

### Think like the Three Little Pigs.

The house you've constructed may not be solid enough. Look around you for better ways to build your house. Use your friends to stay safe.

### The pigs' strength isn't their size, but the ability to work together and improve.



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## Common Pediatric Fairy Tales



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## Rules For Change

**Be the ants, not the grasshopper.**

The more work you do now, the less you have to do later.  
Be prepared to work. Be prepared to *change*.  
Even when they don't have a plan, the ants have a plan.

**Success is going to be based on hard work, not on size, skill, or your own perception of your value. Darwin would be proud.**



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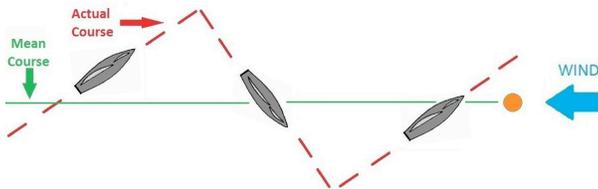
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## Biggest Rule: Sail Into The Wind



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## How To Sail Into The Wind

### Provide Better Service.

Better handouts, better website.

Personal calls.

Better hours.

Easier appointments.

Pediatric focused.

*Preventive care and management.*



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## How To Sail Into The Wind

### Patient Recall

Thousands of missed visits.

Millions of lost dollars in this room.

Better medicine, patient loyalty.



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## How To Sail Into The Wind

### Grow, Merge, Make New Friends.

SOAPM

GPO

IPA

CBO



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## How To Sail Into The Wind

### Merger Sidebar

Merging is more expensive than you think.  
Merging takes more time than you think.  
Economies of scale are often negative.  
Contracts are often no better.  
Some will suffer if they don't merge, some will suffer if they do.  
Mergers based on a common enemy usually fail.  
<http://www.pedsourc.com/chipsblog/more-about-myths-medical-supergroups>

**The primary benefit of a merger should be to combine resources to afford professional help and to improve clinical response. Get back in the exam room!**



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## How To Sail Into The Wind

### Improve Your Practice.

ARRA

P4P

PCMH



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## How To Sail Into The Wind

### *S*hrink Your Practice.

The math that the inscos don't want you to do.

[Annual fees.]



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# Change



**pcc**  
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