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

How to Survive in a Big Practice Market

Chip Hart
Physician’s Computer Company
July 2013

Common Pediatric Fairy Tales

“My practice is too small to [fill in the blank].”
“Obamacare and Single Payer and the ACOs [and …] are going to wipe us out.”

“Get Big or Go Home.”

The Boogeyman Alphabet Soup
...and who is telling you these stories?

D.B. RIELLY

LOVE POTIONS AND SNAKE OIL

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.
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.

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.

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.
Common Pediatric Fairy Tales

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.

Biggest Rule: Sail Into The Wind
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.

How To Sail Into The Wind

Patient Recall

Thousands of missed visits.
Millions of lost dollars in this room.
Better medicine, patient loyalty.

How To Sail Into The Wind

Grow, Merge, Make New Friends.

SOAPM
GPO
IPA
CBO
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.pedsource.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!

How To Sail Into The Wind

Improve Your Practice.
ARRA
P4P
PCMH

How To Sail Into The Wind

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

[Annual fees.]