

## Close to Home: How One Pediatrician Manages and Leverages Practicing in Her Hometown

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1. If it's not your hometown, make it your hometown
  1. Build relationships
    1. Be present
    2. Communicate clearly
    3. Share decision making
  2. Leverage your network
    1. Step outside your comfort zone
    2. Invite others to join you
    3. Invest in marketing
  3. Grow your practice
2. Identify prejudices
3. Redefine relationships
4. Develop a thick skin
5. Become a CEO (Chief Empowered Officer)
6. Establish boundaries
  1. Identify them early
  2. Accept that you can't please everyone
  3. Set expectations without apology
  4. Delegate
  5. Standardize to reduce emotional strain
7. Have a plan for dealing with family
8. Be an advocate
9. You have not because you ask not