

Sailing Into The Wind:

How To Survive In A Big Practice Market



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

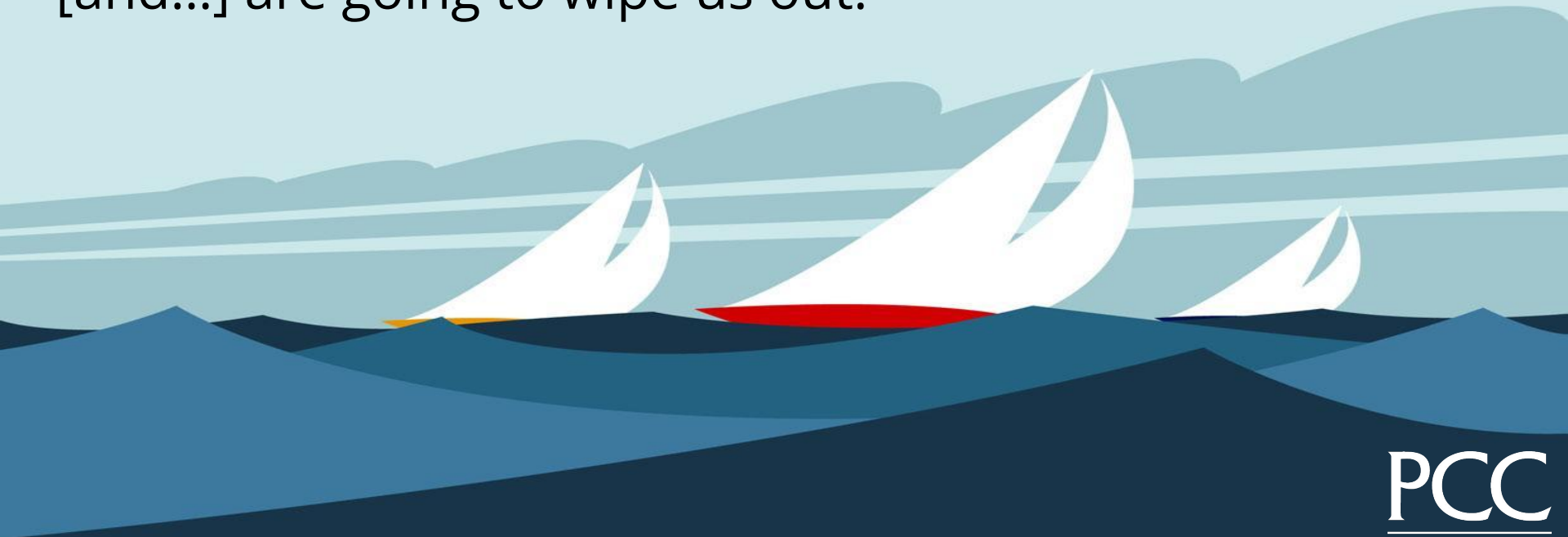


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~~“Health insurance, managed care, capitation, Obamacare, minute clinics, Meaningful Use, Medicaid expansion, COVID, value based payments, PCMH, private equity, [and...] are going to wipe us out!”~~



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“Get Big Or Go Home!”

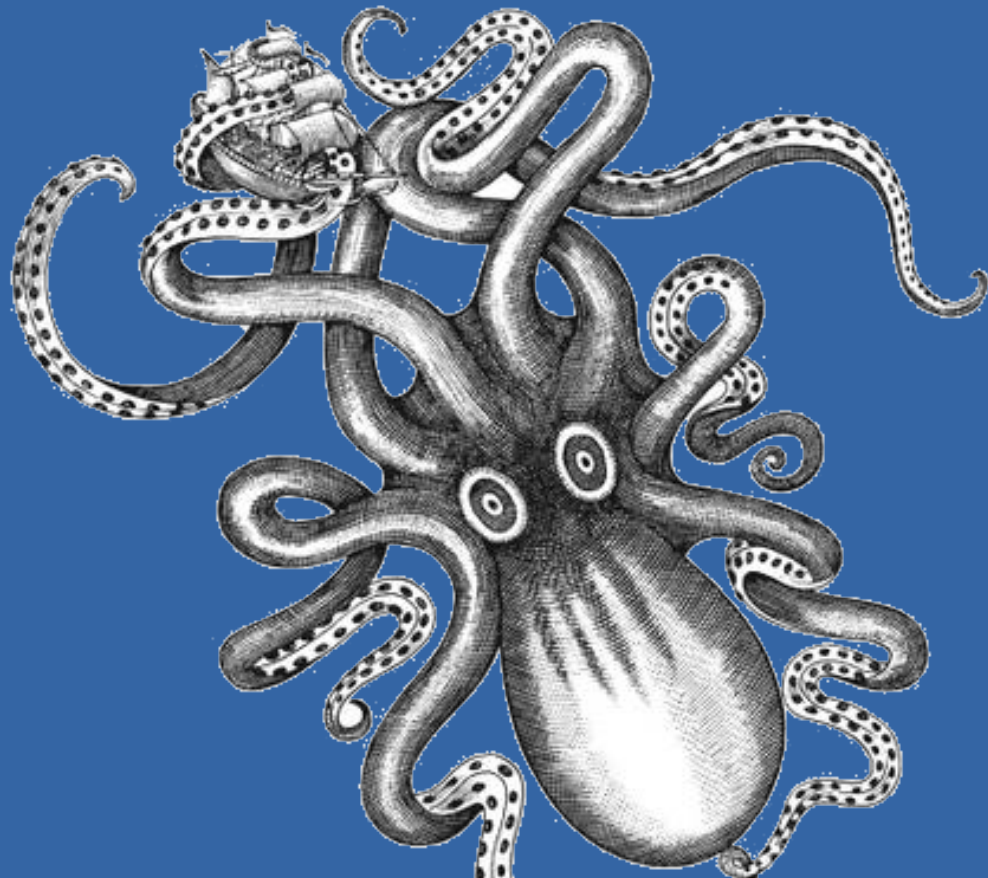


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Who is telling you these stories?



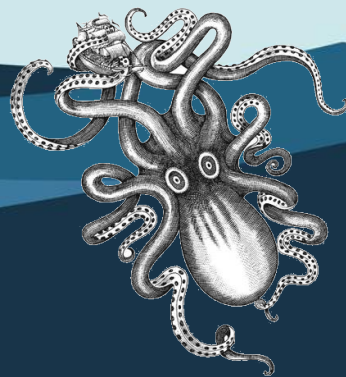
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The Kraken Alphabet Soup

- . ACO
- . ARRA
- . IPA
- . ACO
- . MU
- . P4P
- . HEDIS
- . PCMH
- . HIPAA
- . CMS
- . OIG
- . ACA
- . CIN
- . HDP
- . NCQA
- . SOAPM



Rules for Change

Don't be afraid of The Kraken.

If they are bigger, *you are faster.*

If they are bigger, *you are more creative.*

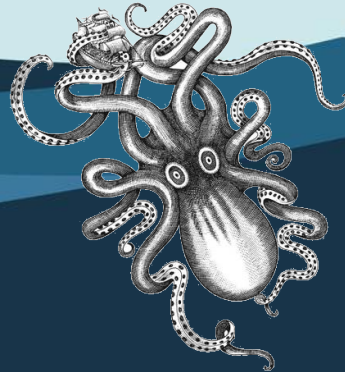
If they are bigger, *you are more personal.*

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 the Doomsayers.

Anyone who sounds authoritative is just guessing.
Medicine is going to continue to evolve just as it did the previous three times your survival was threatened.

Your practice doesn't have to end.

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Rules for Change

Don't listen to the Doomsayers.

There is *no* universal truth about healthcare in the US.
All healthcare is local. What works, or breaks, in another town may do the opposite elsewhere.
Ignore ultimatums, absolutes, know-it-alls.

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Rules for Change

Think like the Three Little Pigs.

The house you have 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 their ability to adapt, organize, and improve.

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Just because you graduated from medical school doesn't mean you get a pass.



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**You still
need to
follow the
directions on
the treasure
map!**



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Rules for Change

Be the Ant, not the Grasshopper.

The more work you do now, the less you have to do later.

Be prepared to *work*.

Be prepared to *change*.

Your success will be based on your hard work, not your size, skill, or your own perception of your value.

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Provide Better Service

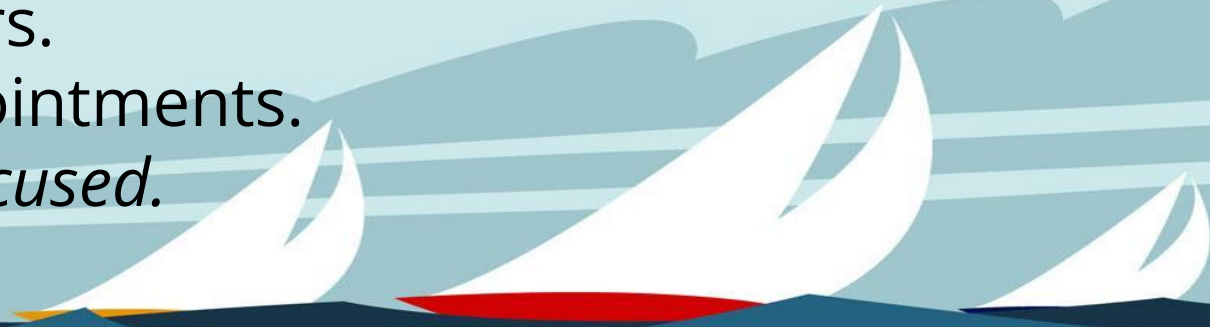
Better handouts, better website, better portal.

Personal calls and attention.

Better hours.

Easier appointments.

Pediatric focused.



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Grow, Merge, Make New Friends

GPO SOAPM CBO

IPA CIN pediatricssupergroups.com

Look around you!



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Patient Recall

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



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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://chipsblog.pcc.com/more-about-the-myths-of-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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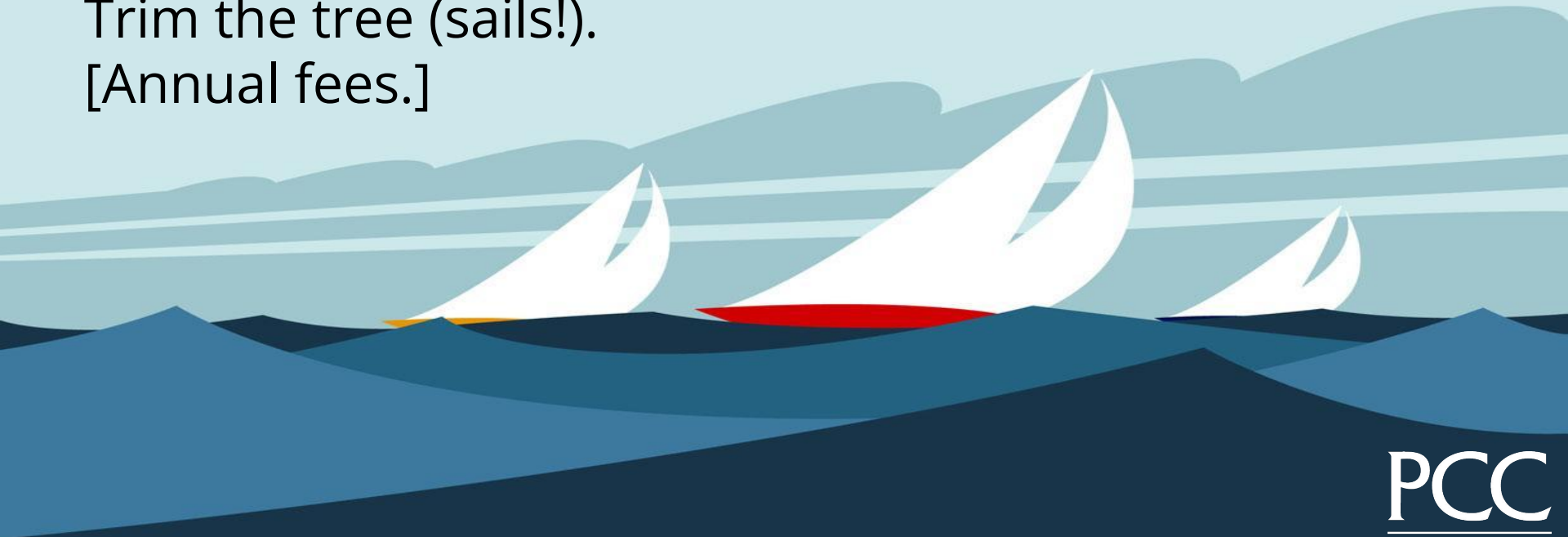
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***Shrink* your practice.**

The math they don't want you to do.

Trim the tree (sails!).

[Annual fees.]



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Sail Into The Wind

CHANGE



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