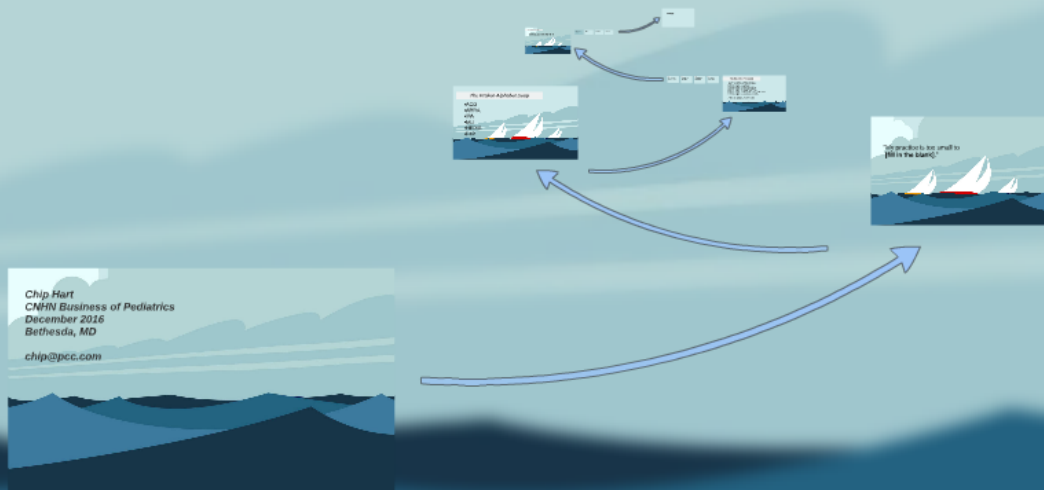


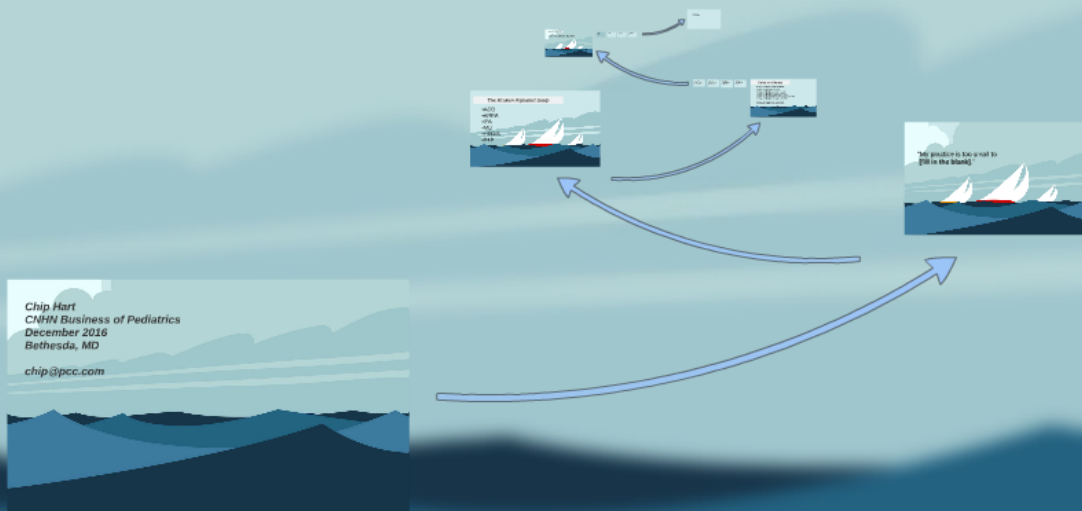
Sailing into the Wind


How to Stay Small and Survive in Pediatric Practice



Sailing into the Wind

How to Stay Small and Survive in Pediatric Practice





Chip Hart
CNHN Business of Pediatrics
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Bethesda, MD

chip@pcc.com

Disclosure:

I have the following financial relationships with the manufacturer(s) of any commercial product(s) and/or provider(s) of commercial services discussed in this CME activity:

Employee of PCC

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





“Obamacare and Meaningful Use and the ACOs [and ...] are going to wipe us out.”

“Get Big or Go Home.”

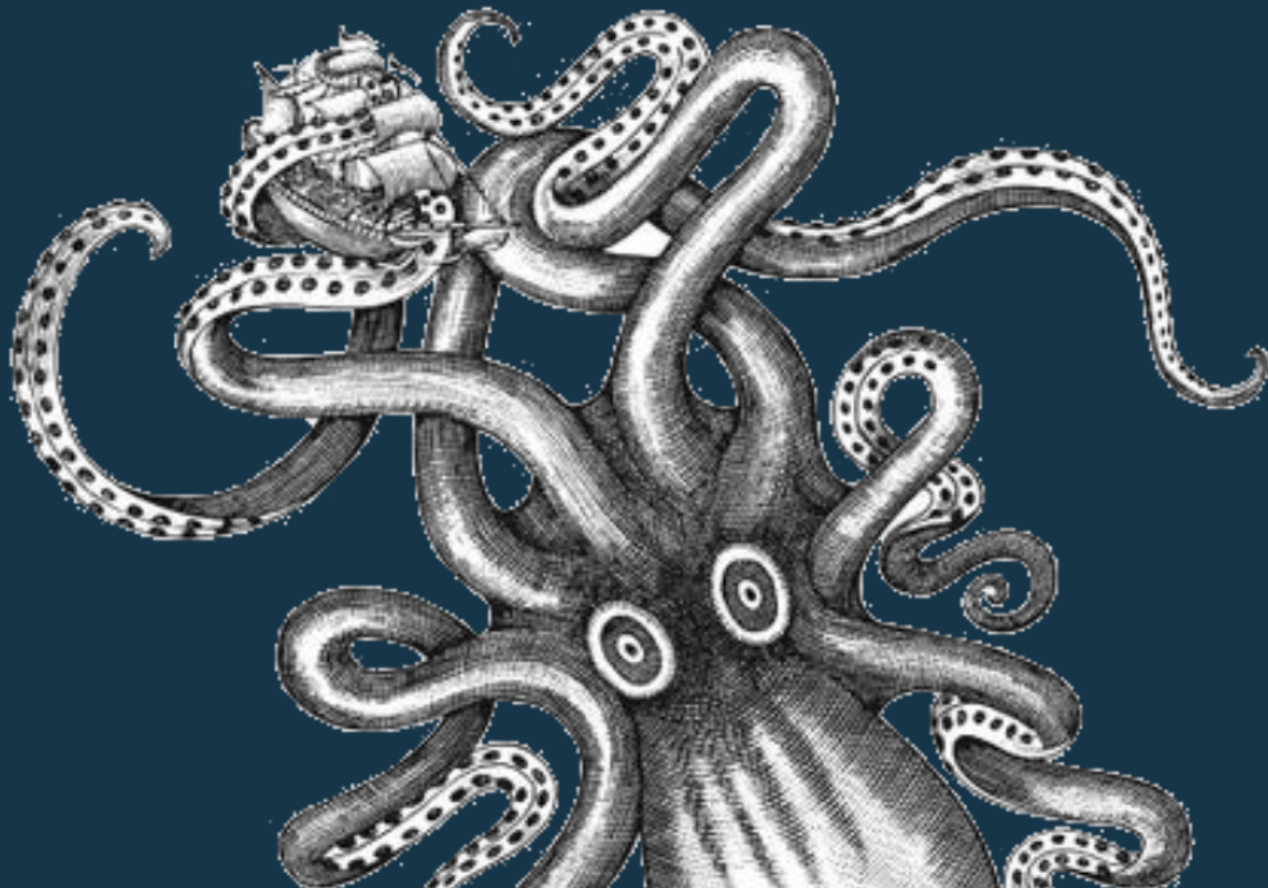


The Kraken Alphabet Soup

- ACO
- ARRA
- IPA
- MU
- HEDIS
- P4P



*Who is telling you
these stories?*



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.



Rules for Change

Don't listen to the Doomsayers.

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

Your practice isn't ending.

Rules for Change

Don't listen to the Doomsayers.

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.

Your practice isn't ending.

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.***

*Just because you graduated
from medical school doesn't
mean you have it easy.*



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*.

***Your success is going to be based on hard work,
not on size, skill, or your own perception of your value.***



How to Sail into the Wind

Rule #1: Sail Into the Wind



How to Sail into the Wind

Provide Better Service.

Better handouts, better website, better portal.

Personal calls and attention.

Better hours.

Easier appointments.

Pediatric focused.



How to Sail into the Wind

Patient Recall

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



Grow, Merge, Make New Friends.

- IPA
- SOAPM
- CBO
- GPO
- Look Around You!



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!

How to Sail into the Wind

Shrink Your Practice.

**The math they don't want you to do.
[Annual fees.]**



Change.



Control Your Future™