

The 5 Biggest Business Mistakes Pediatricians Make



© 2014 Pediatric Practice Center
www.pccpracticecenter.com

**PEDIATRICS IS
A BUSINESS**

Being an exceptional pediatrician is not enough. You also need to think like the small business owner you are.

Even a Smart Pediatrician May Forget:

- You are a small business owner
- You are in the service business

Your business is to serve patients. Losing sight of being a business and whom you serve is the most common mistake pediatricians make.

Mistake #1: Lack of Preventive Care Focus

Why?

• Consistent revenue	• Trusted Medical Source
• Full Appointment Book	• Pediatric Disruptive Competency
• Quality Measures/PCMH	• GOOD MEDICINE
• Patient Engagement	

Mistake #2: Haven't Done Practice Management Homework

What is my homework?

- Read and dissect financial reports
- Analyze practice health benchmarks
- Apply evidence-based practice management

Mistake #3: Hiding In Your Office

Where should I go?

- Learn: Seminars, AAP NCE, state meeting, webinars, podcasts
- Join SOAPM
- Visit peers

Mistake #4: Outdated Look and Feel

What should I be doing?

- Engage the new audience — Millennial parents
- Update Facebook presence
- Update or create an engaging website
- Renovate dated waiting rooms, exam rooms, and front desk. Update signage and messaging.

Mistake #5: Working with the Wrong Team

Do I work with the right people?

- Improve poor hiring practices
- Resolve strained practice partner relationships
- Address productivity and job satisfaction
- Manage lack of employee loyalty

The 5 Biggest Business Mistakes Pediatricians Make

PCC



Pediatric EHR Solutions

PCC (Physician's Computer Company)
20 Winooski Falls Way, Suite 7, Winooski, VT 05404

PEDIATRICS IS A BUSINESS

Being an exceptional
pediatrician is not enough.
You also need to think
like the small business
owner you are.



Even a Smart Pediatrician May Forget:

- **You are a *small business owner***
- **You are in the *service business***

Your business to serve patients. Losing sight of being a business and whom you serve is the most common obstacle pediatricians create.



Mistake #1: Lack of Preventive Care Focus

Why?

- Consistent revenue
- Full Appointment Book
- Quality Measures/PCMH
- Patient Engagement
- Trusted Medical Source
- Pediatric Distinctive Competency
- GOOD MEDICINE



PATIENT RECALL

Mistake #2: Haven't Done Practice Management Homework

What is my homework?

- Read and dissect financial reports
- Analyze practice health benchmarks
- Apply evidence-based practice management



Mistake #3: Hiding In Your Office

Where should I go?

- **Learn:** Seminars, AAP NCE, state meeting, webinars, podcasts
- Join SOAPM
- Visit peers



Mistake #4: Outdated Look and Feel

What should I be doing?

- Engage the new audience — Millennial parents
- Update Facebook presence
- Update or create an engaging website
- Renovate dated waiting rooms, exam rooms, and front desk. Update signage and messaging.



Mistake #5: Working with the Wrong Team

Do I work with the right people?

- Improve poor hiring practices
- Resolve strained practice partner relationships
- Address productivity and job satisfaction
- Manage lack of employee loyalty



Control Your Future™

PCC



Pediatric EHR Solutions