PRACTICE PITFALLS

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PRACTICE WOES

• Selecting options for a “perfect” practice may elude you for years. However trying to get it correct can be challenging, but not daunting.

• Who has a “perfect” practice?

• If you have one just take a nap, visit the exhibitors or finish texting.

• If you do not have one you might want to listen.
Practice PitFalls

We can fall into the following pits:

• Personnel
• Partners/Associates
• Contracts
• Leases
• Ancillary Services
Personnel Woes

Getting the Correct Manager

• I am practicing in a 6 member group and the manager decides to leave (married one of the physicians). A series of calls ensues and a recommendation is presented by another valuable manager in town. The candidate interviews well. She is hired based on this recommendation. However....
Manager Woes

• As it turns out, the new manager worked well with the valuable manager-in-town but could not handle any of the billing, staffing or simple practice issues on her own. To make matters worse..........
  • She drank!!
  • Missed Mondays and Fridays on a regular basis.

How do you avoid this?
Manager Woes

• Get your recommendations from many sources
• See how the candidate handles billing issues by asking questions
• Have them spend the day with the staff and get feedback from your trusted staff
• Get the work history from the previous job
Physician Extender Woes

You can fall into 2 types of Pits

• Need an extender and you do not know how to get one
• Have a physician extender that is not working out
Physician Extender Woes

• To learn how to ADD VALUE TO YOUR PRACTICE, see our valuable RESOURCE on “Adding Value by Adding a PA/NP to Your Practice”

• If you have an extender that is not working out
  • Be certain you have an escape clause in the contract (usually 30 day notice agreed on by both parties) and say Good Bye.
  • Best to pay for the 30 days and cut your losses.
Medical Assistant Woes

I have just hired an MA with great credentials, and great recommendations. She works well for 90 days.

• She begins to miss days from work.
• Vital signs are not accurate.
• Phone messages are not returned to the patient.

• I am beginning to think she is incompetent.
Medical Assistant Woes

Time to take the stick out!

• If this is past 90 days you will need to get documentation of the infractions.

• Get the job description out of the handbook- you do have one?!?

• Counsel the MA and then have a 30 day to show improvement.

If not capable – Adios Amiga!

• If less than 90 days ....................... Let her go, Let her go!!!
Picking a Practice or Clinical Job

• Be certain the practice situation fits your needs

• Often female rheumatologists are so happy to receive a job offer, they jump to accept.

• However the situation may not be prudent for them or their family’s needs

Review the Practice’s clinical requirements carefully
# Picking a Practice Woes

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where will you be practicing?</td>
<td>After hour phone calls or emails…</td>
</tr>
<tr>
<td>Are there outreach clinics? How many?</td>
<td>Who takes them?</td>
</tr>
<tr>
<td>Do the associates share the travelling?</td>
<td>Is there a patient portal that emails you directly?</td>
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<tr>
<td>Does the clinic stay open till 6 pm?</td>
<td>Are there Saturday hours?</td>
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<tr>
<td></td>
<td>Do they do hospital consults?</td>
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Practice Woes

• Remember you are in a position of great leverage- use it!
  Everyone is looking for a rheumatologist!

• Review the entire practice situation and see if the time
  constraints will fit your family’s needs.

• If not, ask for flexible or part time hours.

• Let them know that

  1 female part-time rheumatologist = 1 male full-time rheumatologist
Contract Woes

• Read your contract carefully.
• Get a lawyer to review it as well.
• Look at the termination clause with a magnifying glass.
• See if you have outs....... if the situation is not really great for you.
• Look for non-compete clauses and if they are honored where you reside.
Clinic Building Woes

• Do I Lease or Buy my space?
• Lease for 3 years or 5 years?
• Are there automatic annual increases?
• Who carries the insurance for the building and what does it cover?

Burning buildings anyone?

• We had one and had to hold clinic while reconstructing the building.

Gotta rain money to live!
Ancillary Services

• Infusions?
• DEXA?
• Ultrasound?
• Clinical Trials?

Can I afford to do any or none of the above?
Infusion Woes

• Get a competent nurse
• Get competent billing
• Get infusible medications with a proper discount
• Get a feasible physical set-up
DEXA Woes

• Who actually still has one?
• If you do,

   Can you still get something for your trouble?
Ultrasound Woes

• Can you do them yourself?
• Can you get a practice model to get this done that is both fiscally stable and reasonable for you?
• Can I lease the Ultrasound machine with terms to get rid of it if needed?
• Is reimbursement still OK in your area on this procedure?
Clinical Trial Woes

• Can I actually do them?

• **Do not try this at work** without getting
  • the space,
  • clinical coordinator,
  • knowledge for Good practice Principles
  • and any certification required by the study sponsor
  • and start up funds to do this.
Other Woes........

• When joining a practice THINK INSURANCE and not just health insurance for yourself or the patient.
• Do you have a disability policy for yourself?
• Does the practice have a life insurance for partners that get sick and die?
• Is there overhead policy for a down-turn in revenue from associate non-productivity, death, or building woes?
Sharing other Practice Pitfalls

• Remember just because you fell in a pit does not mean everyone needs to follow you in……..

• Share and Share some more……

  for FALLS prevention and help CLIMBING out of the pit!!!