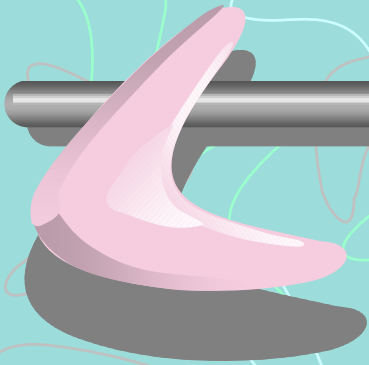


**CONGRATULATIONS!
RESIDENCY IS OVER.
NOW WHAT????**



Mary V. Gallagher, C-TAGME
Pediatric Program Coordinator
Long Island College Hospital /
Beth Israel Medical Center



TYPES OF PRACTICE

- Solo
- Group
- Hospital-Based



BENEFITS VS. DRAWBACKS

SOLO PRACTICE

Benefits:

- "your own boss"
- Schedule

Drawbacks:

- Location
- Financial
- Coverage
- Staffing



BENEFITS VS. DRAWBACKS

GROUP PRACTICE

Benefits:

- Established practice
- Guaranteed income
- Staffing in place

Drawbacks:

- Less autonomy
- Schedule

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BENEFITS VS. DRAWBACKS

HOSPITAL-BASED PRACTICE

Benefits:

- Guaranteed income/benefits
- Colleagues/staffing

Drawbacks:

- Little autonomy



ONE YEAR BEFORE GRADUATION

Now you've decided on the type of practice, you must:

- Decide on the location
- Choose your Advisory Team
- Submit advertisements to Yellow Pages



ADVISORY TEAM

Consists of: Management consultant
CPA / financial consultant
Attorney

Fees: hourly /flat rate; signed paperwork in place

Best referral sources: local physicians /
hospital executives



NINE TO TEN MONTHS BEFORE GRADUATION

- Find office space
 - Obtain hospital privileges
 - a. Check # of births
 - b. Is hospital open to new pediatricians
 - c. Meet with OB/Gyn & nursery staff
- Apply for all licenses, registrations, etc.
- Begin insurance credentialing
- Choose your practice name



RESEARCH LOCATION

- Identify where you would like to practice – partner's approval
- Proximity to mass transit / highways
- Check area saturation:
 - contact local hospital's Marketing & Planning Depts
- Census Bureau: quickfacts.census.gov
 - age demographics: patients & physicians
- Local newspaper
- Local medical society
- If \$\$ permit, hire a management consultant



LICENSING & REGISTRATIONS

- State medical license
- DEA certificate
- EIN number
- UPIN
- Medicaid provider
- Insurance credentialing
- CLIA certificate



LICENSING / REGISTRATIONS

For DEA:

www.dea diversion.usdoj.gov

For CLIA:

cms.hhs.gov/clia/cliap.asp

For EIN:

www.irs.gov/businesses/small/article

For UPIN: 1-877-267-2323

For Medicaid:

www.cms/hhs/gov/medicaid/mcontact



LICENSING / REGISTRATIONS

For insurance credentialing:

- Keep an updated CV
- Copies of all documents / notarized
- Check with hospitals of your choice to see what the best payor plans and what plans are accepted
- Check with local businesses

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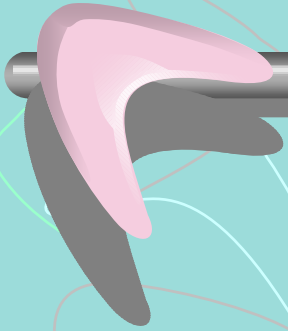
FINANCIAL

- How are you going to pay for everything?
- Line of credit vs. loan through medicine-friendly bank
- Financial programs through state medical society



FINDING THE RIGHT OFFICE

- Rent: fixed amount vs. escalating payments
- Tenant improvements
- Term of lease: short vs. long-term
short-term lease – costlier but safer and
sure it has option to renew
- Additional costs: maintenance of common area
- Hours of operation (Saturday/evening)



OFFICE

- Costs of utilities / cleaning
- Size: patient friendly: wide doors & ramps
- Waiting room: accommodate strollers
- Traffic patterns
- Parking availability / metered parking



CREATE A FIRST-RATE IMPRESSION

- If dollars permit, hire contractor/designer
- Reception area – affluence not opulence; shop on-line
- Waiting room – 12 chairs; kiddie furniture
- Cluster examination rooms – minimum = 3
- Recessed work station to review charts /
test results / answer phones
- Physician's office



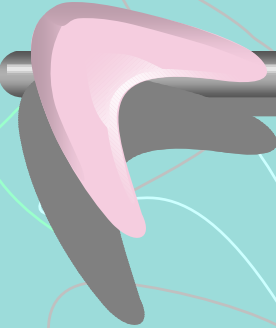
OFFICE BUILDING CODES

- Pathways/hallways = 44" wide
- Turning radius for wheelchairs = 60"
- Doorways = 36" wide
- Restrooms = wheelchair accessible
- Reception counters – accommodate wheelchairs

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SEVEN TO EIGHT MONTHS BEFORE GRADUATION

- Obtain malpractice coverage
- Choose a benefit package
- Apply for business owners' insurance
- Arrange for disability & worker's compensation coverage
- Look into retirement plans

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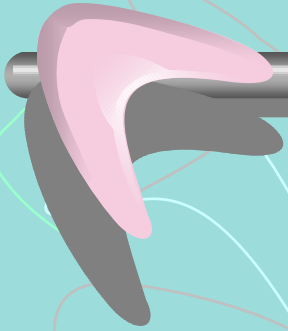
FIVE TO SIX MONTHS BEFORE GRADUATION

- Check office layout for ease of flow
- Determine furnishing needs
- Decide on medical equipment/vendors
- Review needs for IT and choose vendors



OFFICE FURNISHINGS

- Practical but comfortable
- Carpet: industrial and "dark" or vinyl flooring
- Washable wall coverings
- Incandescent lighting / outlet protectors
- TV or no TV: consider DVDs
- Covered aquarium: peaceful / calming
- Magazine racks
- Age- appropriate toys



THREE TO FOUR MONTHS BEFORE GRADUATION

- Determine staffing complement
- Develop job descriptions
- Office / procedure manual
- Staff salaries / benefits
- Interview potential employees
- Hire new staff

A hand holding a pencil, positioned at the top left of the slide, with the pencil extending horizontally across the top.

OFFICE DREAM TEAM

- Clerk / secretary: face/voice of your practice
- Computer-savvy office manager
- PA / NP / RN / MOA
- Biller: if \$\$ permit – better to outsource



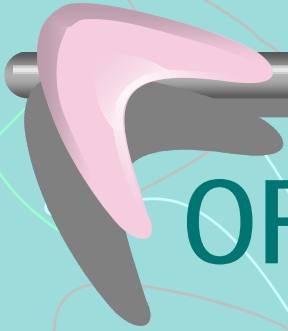
ONE TO TWO MONTHS BEFORE GRADUATION

- Phone / FAX/ transcription services
- Set patient hours / employee schedules
- Confirm laundry / cleaning / security services
- Review fee schedule / billing collections
- Protocols for receiving / report lab results
- Assignment for ordering all supplies



FIND THE PATIENTS

- Depending on the area, your patients may come the very first day
- But.... in a metro area, it's harder ; so.....
- Place an ad in the local papers
- Contact local pharmacists, dentists, other hc professionals
- Consider a postcard for mailing/handout with practice name / phone #s /hours /directions / accepted insurance plans / appt scheduling



OFFICE

- Staff benefits:
 - not legally bound to provide benefits
 - but a "must" to attract good staff
 - how generous can you afford to be
 - pay all / employee share
 - tax write-off premiums
 - retirement = simple IRA/Keough to start



PAPERLESS OFFICE

- Patients, hospitals, payers communicate on line
- Easier to start with new practice then convert
- Integrated products: EMR & practice mgt.
share a single data base
- Decide on your software first; then purchase hardware
- Schedule/register patients; generate bills; post payments; reports; transmit electronic claims
- Attend a trade show to see what's out there



OUTSOURCING

- Accounting
- Payroll
- Billing / Collections
- Dictation / transcription services

Contacts:

- www.outsourcing.com
- www.infoserver.com
- www.firmbuilder.com



HIPAA and OSHA COMPLIANCE

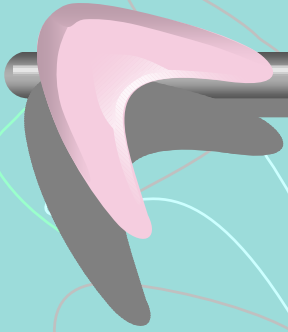
- For HIPAA:
www.hs.gov/ocr/hipaa/contractprov.html or call
1-866-627-7748
- For OSHA compliance:
www.osha.gov or call 1-800-321-6742



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COMPLAINT-LESS OFFICE

- Schedule your patients thoughtfully – careful of overbooking
- Respect your patient's privacy
- Set up a time for telephone advice hour
- Listen
- Send out patient satisfaction surveys



OFFICE MEDICAL RECORD

- Remember:
your office medical record is no different from the medical chart that you have been writing your notes in for the past three years.

So....

make sure your notes are clear, concise and most of all legible.