

The BUSINESS of MEDICINE



COURSE DESCRIPTIONS

Medical Practice Management

Of all the higher education courses you completed, do you recall the one that taught you the skills you would need to manage your medical practice? Chances are unless you have a dual bachelor's degree in a business related field, you may not. Imagine the impact that you could make for your patients if you were able to unleash that untapped potential and manage your practice more efficiently and effectively. In this workshop, we will discuss key principles that may change the way you think about business and allow you more time to do what you do best: help your patients. 1.5 CME credits provided.

Financial Health of Your Medical Practice

The healthcare industry is facing an increasingly challenging future. Reimbursements are on the decline, while competition is on the rise. More than ever, physicians are finding it necessary to focus on the health of their own practices. This workshop will help demystify key financial concepts that affect your operation and help you create an internal culture that focuses on the health of your patients as well as the health of your organization. 1.5 CME credits provided.

Patient Perception and Satisfaction

You may diagnose and treat thirty to forty patients in one day...or more. How many of those same patients have you asked to "diagnose" their experience with your practice? Rarely will people share unsolicited criticism or ideas for improvements and often they may even hide their true feelings if they feel they may be risking their anonymity. Yet, studies have shown a strong connection between patient satisfaction and loyalty, an important measurement in medicine today. In this workshop, we will help you create a strategy for soliciting honest feedback and solidifying your relationship with your patients. 1.5 CME credits provided.

Retirement Strategies

Stephen R. Covey urges us to "Begin with the end in mind." in his best-selling book, *The 7 Habits of Highly Effective People*. Following that advice, it is never too soon to begin planning your exit strategy. You will likely want to consider both your own future and the continuation of your patients' healthcare. In this session, we will help you identify your concerns and solidify a plan for your retirement...no matter how near or far that might be. 1.5 CME credits provided.

To learn more about bringing The Business of Medicine to YOUR area, contact us today!

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