

Top Fifty Activities to Support Physicians and their Practices

Electronic Health Records

1. Provide EHR system for practice _____
2. Assist physician practices in converting to EHR _____

Medical Office Staff Training

3. Patient relations & quality control _____
4. Improving collections/third party reimbursement _____
5. Personnel management _____
6. Financial management _____
7. HIPAA & compliance _____
8. Office productivity _____

Marketing/Patient Relations

9. Practice brochure development _____
10. Patient newsletter _____
11. Video tapes _____
12. Public relations, publicity of physician achievements _____
13. Advertising – layout, design, wording, media selection _____
14. Provide ideas on low-key, office practice marketing _____
15. Physician referral service, physician directory _____
16. Joint marketing strategies with hospital _____
17. Medical practice patient satisfaction survey _____
18. Provide information on how to build physician referrals _____
19. Provide health education programs to promote practice _____
20. Prepare and distribute direct mail promoting practice _____

Seminars for Physician and Office Staffs

21. Outside presenters on topics of financial management, marketing, collections, personnel, cost saving strategies, managed care contracts, office management, fees, HIPAA, compliance and ways to meet challenges of medical practice _____

Direct Practice Management Assistance

- 22. Develop in-hospital resources with capabilities in medical office policies/procedures and management

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Practice Management Consulting Services

- 23. Practice management assessment of medical office _____
- 24. Practice start-up assistance to new physician recruit _____
- 25. Special physician ventures needing third party advice _____
- 26. Assist physician in buying/selling practice or practice merger _____

Billing/Collection Services

- 27. In-hospital system giving service to offices _____
- 28. Third party resource to refer for assistance to practices _____

Market Research

- 29. Provide competition analysis, referral patterns analysis, demographic data, practice growth needs assessment _____

Financial and Accounting Services

- 30. Consulting arrangements and services from hospital _____
- 31. Consulting and services referred to third party _____

Computer and Technology Assistance

- 32. Selecting systems, software and upgrading _____
- 33. Website development/maintenance _____

Computer Linkages – Hospital to Physician Offices

- 34. Patient scheduling system _____
- 35. Test results linkage _____
- 36. Admitting system _____
- 37. Efficient medical records accessibility _____

Outreach Programs to Physicians

- 38. Develop CME programs to outlying physicians _____
- 39. Develop physician liaison activities – personal contacts, making hospital services more accessible, convenient, personable to practices _____

Access to Cost Savings on Equipment, Supplies, Services

- 40. Arrange selective agreements for discount pricing _____
- 41. Furnish guidelines and information on purchasing _____

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Integrated Delivery Systems Information

- 42. Provide HMO/PPO contract review and education service _____

Facility Site Location and Design Analysis

- 43. Provide planning guidelines and consulting service _____

Publications and Reference Materials

- 44. Provide practice management newsletter to physicians and medical office staff _____
- 45. Supply practical reference handbooks and materials on practice management for medical practices _____

Practice Acquisitions

- 46. Valuation of practice assets for buying, selling or merging. (in-house or outside appraisal service) _____

Physician Recruitment and Retention

- 47. Assist in recruitment search for adding physicians to a group _____
- 48. Assist in placing new physicians in a new office _____
- 49. Offer success-proven physician compensation plans _____

Ongoing Communication

- 50. Keep physicians advised of new hospital services and resources for practice assistance _____

For information on books, newsletters and articles on physician relations, go to Physician Relations on www.practicesupport.com

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