

Internal Medicine Physician Increases Income by 385%

A CASE STUDY

A husband and wife team was struggling to run their internal medicine practice. Situated in a low-traffic area in a southeastern town with a population under 7,000, the practice was run by the physician's wife, a doctor of pharmacy.

BEFORE DOCTORSMANAGEMENT

The physician and his wife were stressed and discouraged. The practice lacked financial and operational systems to support growth. The staff was confused and frustrated and the physician and his wife were not sure whether their practice would survive long term. That's when they turned to DoctorsManagement.

RESULTS

- » **Physician income** – increased by 385%
- » **Practice performance** – from 35th to 90th Percentile
- » **Providers** - added 2 Non-physician providers
- » **Facility** - from 1800 to 3300 square feet
- » **Systems** – scalable to support growth
- » **Patient volume** – steady, rapid growth
- » **Culture** – from stressed to empowered

AFTER DOCTORSMANAGEMENT

After only five months, the practice was greatly improved. Patient volume was up by 40% and increasing by 25% new patients each month.

After three years, the practice employs a physician's assistant and a nurse practitioner and offers five ancillary services. The staff is focused and confident. Patient volume continues to grow, the practice is performing in the 90% percentile compared to peers, and the physician's income is up by 385%.

The husband and wife now run a thriving private practice. They also enjoy a healthy work-life balance and worry-free vacations.

HOW WE DID IT



Assess the Practice



Set Priorities



Implement Controls



Build on Success



Leverage Opportunities

	BEFORE DM	AFTER DM
<i># of Providers</i>	1 Physician	1 Physician + 1 PA + 1 NP
<i>Quality of Life</i>	Stressed, Discouraged	Confident, Excited
<i>Physician Income</i>	Subpar	+385%
<i>Practice Performance</i>	35th Percentile	90th Percentile
<i>Staff</i>	Confused, Frustrated	Focused, Enthusiastic
<i>Financials</i>	No Systems	Solid
<i>Operations</i>	Almost Non-existent	Positioned for Growth
<i>Risk</i>	High	Low
<i>Ancillary Services</i>	None	5 Ancillary Offerings
<i>Patient Volume</i>	Low, Stagnant	Steady, Rapid Growth
<i>Facility Size</i>	1,800 Square Feet	3,300 Square Feet

DOCTORS MANAGEMENT SERVICES UTILIZED

- Coding and Documentation Audit
- Senior Management Consultant
- HR Management Services
- Credentialing Services
- PowerBuying