



# The Medical Practice Start-Up Guide

*Marc D. Halley, MBA and Michael J. Ferry, MPA*

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If you're starting a practice or joining one, here's clear guidance for avoiding frustrations and costly mistakes. You've spent years preparing to provide high-quality clinical care. You've dreamed of starting your own practice. But is that the right decision? And if so, what's the right way to get it going? Invest a few hours reading *The Medical Practice Start-Up Guide* to find your answers.

Drawing on best practices developed by the experienced medical practice management consultants and hands-on managers of the Halley Consulting Group, LLC, this invaluable guide helps you make the smartest start-up and management decisions.

If you're looking to combine the freedom to deliver excellent care with solid financial and quality-of-life rewards, *The Medical Practice Start-Up Guide* is absolutely must reading. Even if you decide you prefer to join an existing practice, the book contains valuable information on making the most of how you practice medicine and helps you contribute to the business know-how of your more established associates.

## **Easy To Use Features:**

- Key tactics for choosing what's right for your specific dreams and needs, from type of practice and office location to technology.
- At-a-glance charts help you master overhead expense allocation, practice performance assessment, business insurance, practice management software options, patient intake processes, and more.
- Trouble-shooting checklists take the guesswork out of office space leasing, practice promotion, forms and printed materials, key practice growth indicators, human resources issues, and more.
- Time-saving Internet links speed you to forms and applications, and federal government labor, safety and billing laws and requirements.
- Glossary of terms and resource guide simplify the credentialing process

## **Selected Table Of Contents**

Chapter 1: The Practice Choice Entrepreneurship vs. employment: How to decide what's best for you

Chapter 2: Planning, Financing and Protecting your Business. Set yourself up for success, get the money you need, and cover personal and business assets.

Chapter 3: Facility and Site Selection. How to find space that offers optimum accessibility, productivity, profitability and quality of work life.

Chapter 4: Credentialing: What Is It and Why Do It? Establishing relationships with government payers, private insurance carriers.

Chapter 5: Technology Needs Analysis. How to choose systems that will enhance and not challenge your practice.

Chapter 6: Staffing and Human Resources. How to use federal labor laws to make the most of your greatest

asset your employees.

Chapter 7: New Practice Promotion. How to fast-track a busy practice by making the best use of the most powerful marketing tools.

Chapter 8: Preparing for Operations. How to optimize facilities, equipment and human resources to deliver high quality care.

Chapter 9: In Business How to solve performance problems and keep your practice running smoothly and growing.

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