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Suddenly Solo Enhanced: 12 Steps to Achieving Your Own Totally Independent Health Care Practice

Richard A Schoor MD

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12 STEPS TO
ACHIEVING YOUR OWN
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RICHARD A SCHOOR MD

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Suddenly Solo Enhanced: 12 Steps to Achieving Your Own Totally Independent Health Care Practice:

0 of 0 people found the following review helpful. Really only useful if you're a specialist. By M. Brown Dr. Schoor lists a clear, objective (your feelings don't matter!) and simple approach at building some sort of practice, and shares his personal experiences with the reader about doing the same, but I'm not sure that it's applicable to most physician readers of medical business management books. Dr. Schoor is a urologist, and like most specialists, probably makes most of his money off of hospital work. Most specialists, therefore, have to be hospital affiliated, with the attendant business support. Although he makes passing references to "what a family doctor or general internist needs," his suggestions really aren't practical for generalists (who, like me, are probably the ones that most need this book). He states that if he had to do it all over again (paraphrasing), he'd get a free google phone number, online fax service, free EMR system, and rent clinic space and staff a couple of days a week, with his only equipment being an ultrasound machine, laptop, and network enabled printer. That's great if you see a half dozen patients a day, don't have to deal with insurance prior authorizations or formulary restrictions (for which I currently employ a full time employee!), or are bound by "meaningful use." But what happens if, like most generalist FPs, internists or peds you have to see 2-3 dozen patients a day, with patients calling in at the same time for refills or appointments, you have to print an AVS for each visit, or have to deal with "behind the scenes" costs such as overtime? The answer: he doesn't tell you. This is a quick read, and is worth the cost of purchase if only for its disruptive approach in regards to utilizing modern technology when you can, but if you're actually looking to establish your own practice and you're in any capacity other than a surgical subspecialist only seeing patients a couple of half days per week, you need to look elsewhere. 7 of 7 people found the following review helpful. Short and sweet. By Customer For the price, you might balk at first. This is the second, 'revised' edition and it is fairly different from the first. I won't give away the highlights but let's say there are some "if I had only done that first" groaners in the book which luckily, you get to read about instead of make the same mistake. I bought this and a couple of other books but this one is **START PRACTICE BY FOLLOWING THESE STEPS EXACTLY**. The others were more philosophical. While you need a bit of both, this is the cut and dry version. Too expensive for the size but not for the content. Be ready to sink a few thousand dollars into your startup or just don't buy this book. 5 of 5 people found the following review helpful. Excellent. By Russell Meldrum Over the hour it takes to read this book the author gives the Nuts and Bolts of minimizing expenses and career ending financial decisions that can plague someone going into solo practice, or even someone just looking to decrease their overhead. Many of the items listed in the book were things I had never knew existed or I didn't think I could change. I found it similar in style to Marc Cuban's Book "How to Win at the Sport of Business: If I Can Do It, You Can Do It". In the mire of books on practice management, this makes a "clear-cut" path to follow. I loved it

Many of us ignore the signs that things are not going well in our current jobs, and plod along until the day the guillotine drops. Only then do we spring into action. Unfortunately, after the fact, in the face of the panic and humiliation of job loss, planning your next phase of professional life is too difficult. So when is the best time to plan for a career in solo, independent medical/professional service practice? Now! Think you have a job security as a physician? Think again. Job loss happens to doctors too and it can happen suddenly and unexpectedly. With *Suddenly Solo Enhanced: Twelve Steps to Achieving Your Own Totally Independent Medical (Health Care) Practice*, you'll be ready when the time comes to strike out on your own. A concise, down and dirty guide, *Suddenly Solo Enhanced* will give you all the tools you need to start your own medical practice quickly, efficiently, and affordably. This is the guide that has been lacking. An essential read for anyone who is contemplating opening up his or her own medical practice.

About the Author Richard A Schoor MD is an actively practice independent urologist in New York. He is an expert in medical economics, social media, marketing and advertising for medical practices, and practice management. He actively writes about his experiences in his blog, www.theindependenturologist.com.