The 5 Biggest Business Mistakes Pediatricians Make

Mistake #1: Lack of Preventive Care Focus
What:
- Pediatrician review
- To keep infant healthy
- Quality health services
- Access/Engagement

Mistake #2: Inadequate Practice Management Framework
What is the framework?
- Monitor and update financial reports
- Analyze productivity health benchmark
- Apply evidence-based practice management

Mistake #3: Hiring in Your Office
Where should I go?
- Learn Simmons, AAP NCC, state meeting, multi-mark, podcasts
- JAB SIM
- Workbooks

Mistake #4: Outdated Look and Feel
What should I be doing?
- Improve the new audience — social media
- Update Facebook presence
- Update new engaging website
- Minimize direct-mailing efforts, email newsletters
- Update signage and messaging

Mistake #5: Working with the Wrong Teams
Do I work with the right people?
- Improve your hiring practices
- Review and expand your network
- Address productivity and job satisfaction
- Manage with employee loyalty
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PEDIATRICS IS A BUSINESS

Being an exceptional pediatrician is not enough. You also need to think like the small business owner you are.
Even a Smart Pediatrician May Forget:

- You are a *small business owner*
- You are in the *service business*

Your business to serve patients. Losing sight of being a business and whom you serve is the most common obstacle pediatricians create.
Mistake #1: Lack of Preventive Care Focus

Why?
- Consistent revenue
- Full Appointment Book
- Quality Measures/PCMH
- Patient Engagement

- Trusted Medical Source
- Pediatric Distinctive Competency
- GOOD MEDICINE
PATIENT RECALL
Mistake #2: Haven't Done Practice Management Homework

What is my homework?

- Read and dissect financial reports
- Analyze practice health benchmarks
- Apply evidence-based practice management
Mistake #3: Hiding In Your Office

Where should I go?

- **Learn**: Seminars, AAP NCE, state meeting, webinars, podcasts
- Join SOAPM
- Visit peers
Mistake #4: Outdated Look and Feel

What should I be doing?

- Engage the new audience — Millennial parents
- Update Facebook presence
- Update or create an engaging website
- Renovate dated waiting rooms, exam rooms, and front desk. Update signage and messaging.
Mistake #5: Working with the Wrong Team

Do I work with the right people?

- Improve poor hiring practices
- Resolve strained practice partner relationships
- Address productivity and job satisfaction
- Manage lack of employee loyalty
Control Your Future™

PCC
Pediatric EHR Solutions