



Medical Practice Business Plan Workbook, Third Edition

Peter D.

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How does a medical practice thrive in a business environment where the margin of management error has all but disappeared? Profit margins are being squeezed by declining reimbursement rates, capitation plans, gamesmanship on the part of the payors, and increasing operating costs. Addressing the specific needs of today's medical practice, **Medical Practice Business Plan Workbook, Third Edition** supplies a detailed and ordered work plan to tackle some of the most pressing issues facing the field.

Peter D. Lucash delves into decades of experience helping physician groups develop business plans to guide you along the process of building the profitable practice you want and deserve. This updated edition of a bestseller begins with a review of the fundamentals, including the questions your plan should answer, how to get started, how to organize and develop your plan, and the staff support and resources you will need. Complete with a wealth of helpful sample plans and worksheets, this workbook:

- Reflects recent changes in the healthcare industry, including federal healthcare reform
- Offers a one-of-a-kind design and approach tailored to the medical practice
- Covers conceptualization, organization, and implementation of your business plan

This updated edition reflects current and forecasted challenges for practices, including the Affordable Care Act, data security, and quality and outcome measures. It supplies detailed coverage of the different types of organizations, governance and management, personnel needs, key business relationships and contacts, demographics and economic factors, patients as customers, competitor analysis, marketing, information technology, disaster and business continuity planning, and financial strategies. The final section outlines a process for implementing your plan. Sticking to this process will help ensure your plan covers what is needed to succeed in today's complex medical environment.

Visit www.Lucash.com for videos and other resources to help you develop and implement your practice business plan.



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