

Creating Your Dream Job—Pearls of Wisdom from Small Town Docs

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Participate in polling questions and submit your questions to <https://aafp4.cnf.io/>



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Learning Objectives

At the end of this educational activity, participants should be better able to:

- Contrast how to transition an existing practice versus moving to a new community.
- Explain the challenges of starting your own DPC at different life stages.
- Review the importance of how the side hustle, low overhead, and patient satisfaction are keys to success.



Rob & Neal's 28 step plan: A Fool Proof Way to Create a Successful DPC Practice™

SLIDE #1/167





Go.



Grow.



Thrive.

A Tale of Two Practices

Rob Rosborough, MD

Neal Douglas, MD



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Pop. ~8,000

New Practice

No Urgent Care

ED Visit = 1k





Pop. ~10,000

Established

Doc > Practice

10% Conversion

50/50 New/Old



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Find a side gig.

Fill a need.

Economize.

Go.



Old Stuff - New Purpose





I don't have that.... yet.



Ask for help.

Spread the word.

Build Relationships.

Grow.





Take all the help you can get



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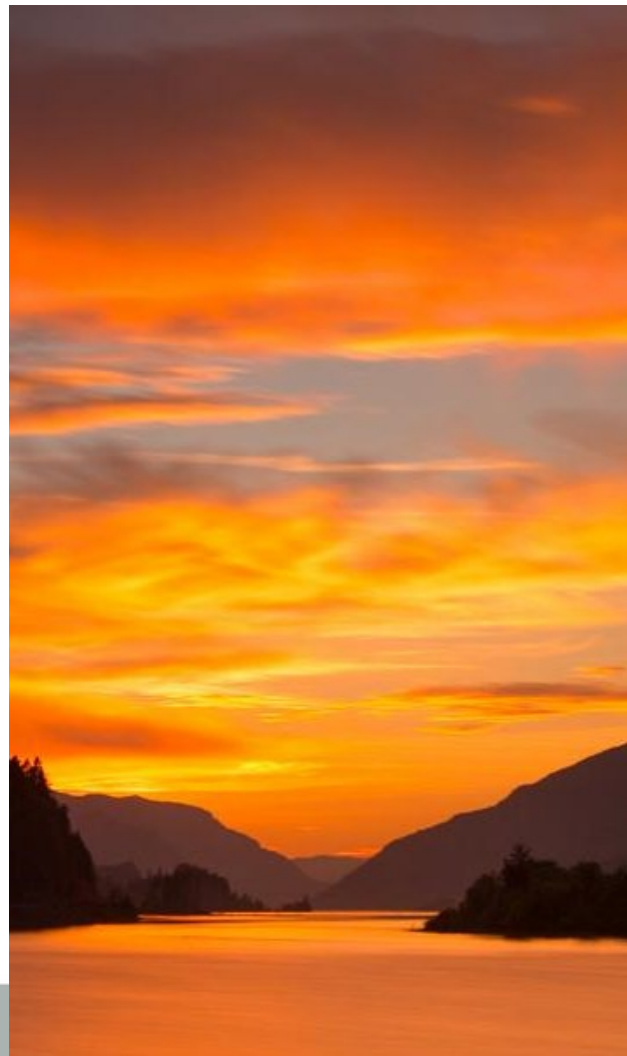
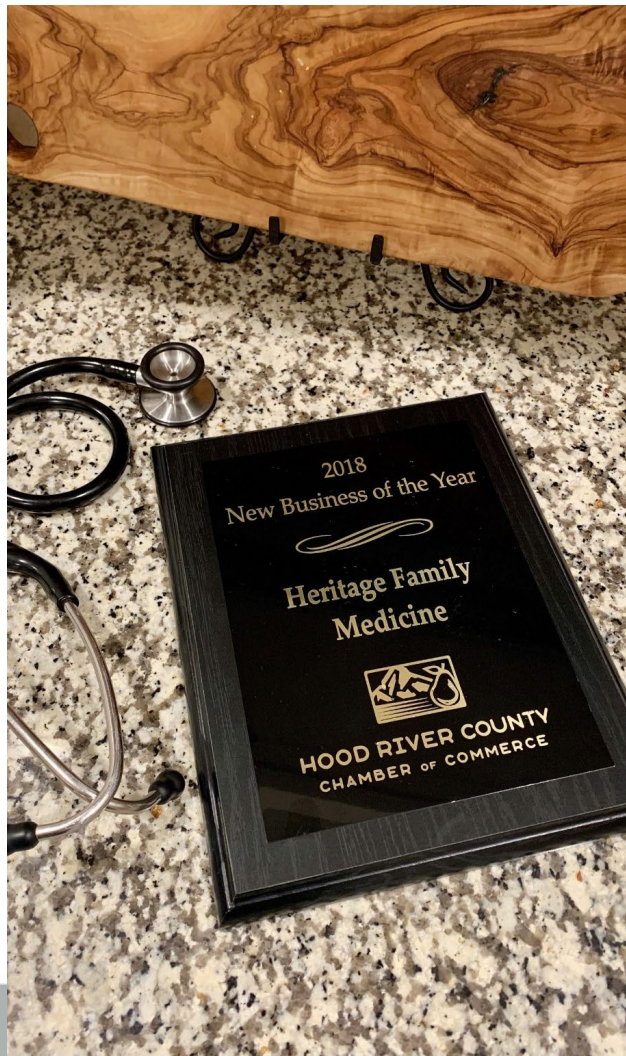
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Adapt.

Innovate.

Be there.

Thrive.









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Innovate





Be
there.



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Questions?



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Don't forget to
evaluate this
session!

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