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
A Tale of Two Practices

Rob Rosborough, MD
Neal Douglas, MD
Pop. ~8,000
New Practice
No Urgent Care
ED Visit = 1k
Pop. ~10,000
Established
Doc > Practice
10% Conversion
50/50 New/Old
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
Adapt.
Innovate.
Be there.

Thrive.
Be there.
Find a side gig.
Fill a need.
Economize.
Ask for help.
Spread the word.
Build Relationships.
Questions?
Questions?

Submit your questions to: aafp4.cnf.io

Don’t forget to evaluate this session!

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