If I Knew Then What I Know Now!

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Participate in polling questions and submit your questions to https://aafp4.cnf.io/
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Learning Objectives

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

• Analyze lessons from DPC doctors that had to close their doors
• Evaluate conversion success strategies
• Discuss work life integration & proper boundary setting
Our Hindsight Will Be Your Foresight
Freedom Isn’t Free
Reconnect with your WHY!

(It’s not just the opposite of what you have now)
Q: Clinical Vignette

36 y/o single AA female solo family practice owner with a past medical history significant for Major Depressive Disorder (poorly controlled). Presents to the 2014 DPC Summit considering transitioning to DPC. What’s her next best move?

A) Go ahead and transition your practice
B) Get treated for Depression and take a vacation
C) Stay the course in your current practice. It will get better with time
We lose over 400 physicians to Suicide Every year
www.drdeliciamd.com
• Martyr
• Recovery
• System
“The kind of doctor I want is one who, when he's not examining me, is home studying medicine.”

–George S. Kaufman
“Say Yes to Yourself No Matter What!”
- Kailash
“Fill Your Cup...

Serve From Your Overflow.”

~ Lisa Nichols
When Was The Last Time You Took a 1 week Vacation with NO work?

a) In the last 30 days
b) In the Last 6 months
c) I don’t remember what that even is

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What Is Your Primary Love Language?

a) I have no idea what you’re talking about
b) Physical Touch
c) Words of Affirmation
d) Gifts
e) Quality Time
f) Acts of Service
Support: Speak Your Own Love Language
“You will become the average of the 5 people you spend the most time with.” – Jim Rohn

Choose who you share your dreams with wisely.
Avoid Isolation Get Connected!
Accept Help!
Allow your community to build it with you!

Family First Health Center
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June 28–30, 2019 | #dpcsummit
Be YOU!
Get Your Financial House in Order
LOWcation  LOWcation  LOWcation!

• # 1 reason for office closure is expenses outpacing revenue

• Clinic Size Fit to its purpose

• Easy to find for your dream patient

• You don’t have to have it all together (minimal equipment, supplies, don’t have meds expiring on the shelves)
Be willing to be seen BEFORE you feel ready!
“Don’t be too shy to sell yourself. You’re selling an invaluable service...you don’t want to be your town’s best kept secret!” - Felecia Sumner D.O.
Fear is the Only thing that gets smaller as you walk towards it!
It’s Farming Not Hunting. Plant Seeds and Water Them
Give Yourself 1,000 Second Chances. Press Re-set at 999!” ~ Lisa Nichols
Don’t Compare!
• Urban docs (small fish in a big pond) Need to create referral source and community

• Rural docs (big fish small pond) Need to leverage social network
  • Photo courtesy of Dr. Joel Schumacher
Transition Success Secrets

• Honor the Relationship

• Give patients a long lead time to reinforce the benefits

• Be ALL In! (Avoid competing offers) The confused mind Never buys
Celebrate the Staff You Shed
Hire Someone who could work at the Ritz not the Super 8

- Choose character and chemistry ("soft skills") over just skill

- Offer to host an MA student AFTER interviewing them
Set Expectations
Don’t undercharge!

Gauge expectation by asking
Treat Your Business Like A Business Charge & Collect or Discharge

• Have a payment system

• Follow a process to collect payment

• Follow a formal discharge process
Set Boundaries
Enforce Consequences
We teach people how to treat us

Through what we do and don't do...

Through what we say and don't say...
Enable -vs- Empower

Are You in a Codependent Relationship?

Codependency is a dynamic where one or both persons in the relationship feel an excessive and unhealthy responsibility for the other person’s life.
Hope and Expect for the Best!
Recognize Happens
“Stay more committed to your purpose than your plan” – Lisa Nichols
Our Hindsight is Your Foresight

Get More Transition Success Secrets & Free Gift

text DPCSUCCESS to 44222
Questions?

Submit your questions to: aafp4.cnf.io

Don’t forget to evaluate this session!

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text DPCSUCCESS to 44222
We’re All Just Walking Each Other Home