



Mindset Mastery for DPC Success

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Learning Objectives

1. Discover how to develop and manage budgets that support the efficient and sustainable growth of their medical practices.
2. Explore techniques for maintaining positive cash flow, balancing debt payments, and ensuring the financial health of their practice.
3. Gain knowledge on retirement account options (such as SEP IRAs, SIMPLE IRAs, and 401(k)s) that provide tax advantages and long-term security for physicians and their employees.



From White Coat to CEO Hat



Why I left traditional medicine

What changed: Mindset was the biggest shift



- 1. Business Mindset Shift – Reframing your role as CEO**
- 2. Overcoming Impostor Syndrome – From self-doubt to self-trust**
- 3. Thriving as a Physician Entrepreneur – Skills, tools, and support**
- 4. Interactive Visioning Exercise – Claiming your future DPC identity**
- 5. Wrap-Up & Q&A**

The Business Mindset Shift



- **Traditional mindset blocks:**
 - **"I'm not good with numbers"**
 - **"I just want to help people"**
 - **"Business is not my thing"**
- **Reframe: Business = vehicle for service**

Traits of a Business Mindset

- **Vision-driven**
- **Resourceful**
- **Resilient**
- **Data-aware & people-centered**



BUSINESS vs. ENTREPRENEURIAL MINDSET

<u>Feature</u>	<u>Business</u>	<u>Entrepreneur</u>
Risk	Averse	Tolerant
Style	Structured	Experimental
Learning	Incremental	From failure



Physician Impostor Syndrome

- **Common thoughts:**

- "I'm not a business person"
- "What if I fail?"
- "My success doesn't count"

- **Behavioral signs:**

- overworking
- procrastination



5 Physician Impostor Types (dr. Valerie Young)

- **The Perfectionist**
- **The Expert**
- **The Natural Genius**
- **The Soloist**
- **The Superhero**



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Poll: Which Impostor Type Are You?

Why This Hits Doctors

Hard

1. Medical training

discourages vulnerability

2. Employed roles reward

compliance

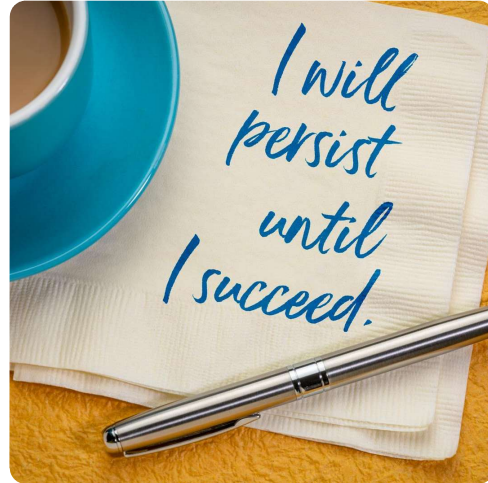
3. DPC demands risk, self-

leadership, reinvention



Breaking the Cycle

- "I'm learning to lead a business"
- **Success = persistence + reflection**
- **Thought tools:**
 - **Journaling**
 - **Evidence file**
 - **Language swap ("should" to "could")**



Entrepreneurial Mindset Traits

- **Initiative**
- **Resilience**
- **Curiosity**
- **Opportunity recognition**
- **Comfort with uncertainty**
- **Resourcefulness**
- **Relationship building**



Thriving as a Physician Entrepreneur

- **Marketing with integrity**
- **Clear messaging**
- **Hiring and delegation**
- **Financial literacy**
- **Delegation = liberation**
- **Self-coaching**

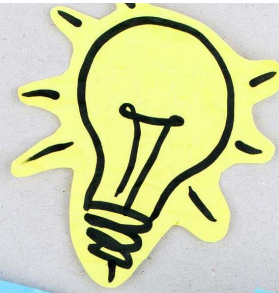


Support Systems & Pitfalls



- **You don't need to do this alone**
- **Create your "support map": mentors, peers, legal/financial help**
- **Pitfalls:**
 - **Overfunctioning**
 - **Waiting for perfection**
 - **Avoiding the money conversation**

**Mindset First → Then Strategy
→ Then Growth**



Your DPC CEO Identity

What does your future DPC-self believe, do, and say?

**Mini vision
statement
-5 min-**



**Your Mindset Is Your Greatest
Asset**
You are not just a doctor—

you are :

LEADER

INNOVATOR

ENTREPRENEUR



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**Social Q&A for Mindset Mastery for DPC Success:
Embracing the Business Mindset**

QUESTIONS?

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