



Medical Group and Healthcare Facility: Comfort Zone Or Continued Existence, Your Choice

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Medical Group and Healthcare Facility: Comfort Zone Or Continued Existence, Your Choice

Most of us seek comfort. We want the usual.

We tend to hang on too long. Like to that sweater or college T shirt. You know, the one with the frayed edges.

But beyond the harmless totems of the past, the problem is that we often make huge efforts to protect what's become usual in our greater lives, what's become comfortable, what's become "the way things work."

Hospitals are an example. Home to infections, unions, and to the administrative bloat that is the unspoken driver of though the roof costs, they've become the center of the healthcare universe. On the hospital side, payment mechanisms promote what is essentially the bundling of professional and facility fees. On the physician side, billions of dollars have been invested in preserving this status quo through the acquisition of groups dependent upon hospital contracts.

But all of this is akin to making a train locomotive more efficient while the tracks themselves are falling apart and headed off a cliff.

New technology is fast enabling diagnosis and care outside of the hospital. The ultimate customers, the patients, no matter who is paying the bill, will increasingly demand to receive care and treatment in a manner they prefer. If they can diagnose at home, they will. If they can receive care at home, they will.

Everything that can be delivered, and is wanted to be obtained, outside of the hospital, and even outside of the physician office setting, will be delivered there, with or without you.

No, we're not talking about next Tuesday or even December 7, 2018. But that's the clear direction that we're headed in and to ignore it makes you increasingly irrelevant.

When I wrote years back that there is no such thing as a healthcare system, just a healthcare market, I was supposedly proven wrong. But the reality is that those who argued that healthcare was a system were simply reactionaries, tying to hold on to the equivalent of their 20 year old sweater. They were grasping at preserving a way of business life that never was and is increasingly becoming even more so. Healthcare is a market and what the buyers want isn't usually sold in the "system's" store.

So, you have a choice. You can jump cold turkey into the future of healthcare, severing all ties to the hospital-centric model and perhaps even to the physician-centric one.

Or, you can hedge your bet and begin to put a foot into both camps.

How will you remain relevant in a world in which patients monitor and diagnose via apps? How will you fit into a situation in which every procedure that can be delivered outside of a hospital will be delivered outside of it if the patient demands it?

You can complain about the future. Physicians can lobby to have apps "arrested" for practicing medicine without a license. Hospitals can buy up all of the urgent care centers in their "catchment area" and shut them down. But people won't be denied their future.

You can read this and head for the comfort of that sweater. Or you can see the huge upside for those who are proactive in taking advantage of the opportunities that now and will soon exist. We're working with clients on those opportunities now.



Wisdom. Applied. 106 - What's A Medical Group Compensation Plan For?

A compensation plan is the largest part of a medical group's system for driving behavior.

October 31, 2017

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The Impending Death of Hospitals



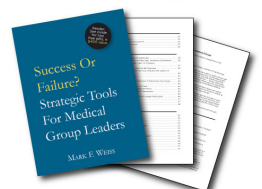
COMPLIMENTARY BOOK DOWNLOAD

Having fallen for the fallacy that there's profit in market share, hospitals have gorged on acquisitions and on employment and alignment of physicians. But it's becoming evident that physician employment leads to losses and that integrated care delivers neither better care nor lower costs. And now, technology is about to moot many of the reasons for a hospital's existence. How can your practice survive and even thrive in the post-hospital world?

The Impending Death of Hospitals is available for download below.

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Success Or Failure? Strategic Tools For Medical Group Leaders



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Today's medical groups must confront multiple challenges, including the impact of Obamacare. Increasing commoditization. More competition, not just from other physicians and medical professionals, but also from hospitals, investor-owned groups and also

All Things Personal

I was headed down the escalator at Nordstrom.

Immediately ahead of me, six or seven steps below, was a woman in a red top and blue jeans, holding a small child by his hand.

When they got to the bottom of the escalator, instead of turning left or right or even moving straight ahead, they simply stopped.

I was getting closer. And closer. And closer. Until, finally, I yelled, "excuse me!" and they moved on. She turned and glared at me. I muttered something under my breath.

We've all seen people like this, completely situationally unaware. You, too, have seen them on escalators. You've seen them on elevators, blocking others from exiting. You've seen them chatting and chatting and chatting with the cashier at the market as the line of customers behind them gets longer and longer and longer.

Laugh at them as we will. Cry about them as we will. Elevate our blood pressure over them as we will. But are we all just a bit of the same in the context of being blind to the opportunities and the threats facing us on a regular basis in our business?

We devote our focus to the task at hand, even toward implementing a true, well thought out strategy. In doing so, do we become blind to changes in the environment around us?

Yes, we're headed in the right direction. Yes we're on track. But we might also be on a metaphorical escalator about to crash into a woman in a red top and blue jeans, holding a small child by his hand.

Focus is required, but so, too, is situational awareness.

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I've spoken at dozens of medical group events, healthcare organization events, large corporate events, university-sponsored events, and private, invitation-only events on topics such as The Impending Death of Hospitals, the strategic use of OIG Advisory Opinions, medical group governance, and succeeding at negotiations. For more information about a custom presentation for you, [email](#) my Santa Barbara office staff.

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disruptive ventures. Yet at the same time, the future of healthcare offers medical groups tremendous opportunity.

This small book is a collection of essays, of thoughts as tools for your success. Read. Think. Succeed. Repeat.

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Hospital-Based Medical Group Mergers, Acquisitions & Alternatives



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Some days, it seems as if everyone, from anesthesia or vascular surgery practices, is talking about selling their larger group, to private equity investors, or to a hospital.

The reality is that some practices can be sold, some can't, and some have nothing to sell.

The reality also is that there are a number of strategic a practice sale.

A perfect storm of factors is accelerating the market for based medical group mergers and acquisitions.

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Directions: Clarity For Medical Group Leaders



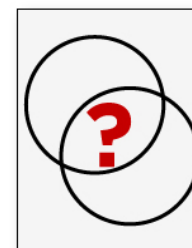
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The healthcare market is changing rapidly, bringing new problems.

How can you find a solution, how can you engage in the development of strategy, and how can you to plan your, group's, future without tools to help clarify your think

Directions is a collection of thoughts as thinking tools, to instruct, inform, and even more so, cause you to give instruct and inform yourself.

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