

WEISS



June 13, 2025

Considering honey bees have been on earth for between 40 to 150 million years, it pays to consider their hive strategy for success, especially because it maps perfectly onto medical groups.

Here it is.

The huge percentage, maybe 80%, of forging bees in the hive exploit nectar and pollen sources already known to them as communicated by the foragers' "waggle dance". Yet the remainder of the foragers ignore the existing information and seemingly wander outside the hive like delinquent teenagers.

And it's exactly that seemingly inefficient behavior, a bit of blowing off of better exploitation for a bit of exploration, that results in finding new food sources, and, in the long run, the survival of the hive.

Many medical groups, especially hospital-based groups such as anesthesiology or radiology groups, identify a place to locate their "hive", a hospital or even a hospital system. Then they exploit it and exploit it until the food source is gone. Gone by way of the loss of a contract, gone by way of the death of the hospital, or gone by the gradual starvation of declining payments and increasing costs.

The key, even in difficult staffing times, is a weighted balance between exploiting existing business sources and exploring for new ones.

You need to be more like bees.

If you're buzzing to learn multiple strategies to achieve that weighted balance, let's talk.



Mark was interviewed by Justin Harvey for the APM Success podcast.

[Listen to the podcast here.](#)

The image is a promotional graphic for a podcast episode. At the top left is the logo for 'APM SUCCESS ANESTHESIA & PAIN MANAGEMENT', which includes a blue microphone icon with a white waveform. The background features a modern glass-walled building under a blue sky. On the right side, a man with glasses and a beard, wearing a blue blazer over a light-colored shirt, stands with his hands in his pockets. On the left side, there is a circular inset portrait of an older man with a white beard, wearing a dark suit and a patterned tie. Text in the center reads 'Episode #257 - How To Effectively Run An Anesthesia Group'. At the bottom, it says 'With Guest Mark Weiss'.

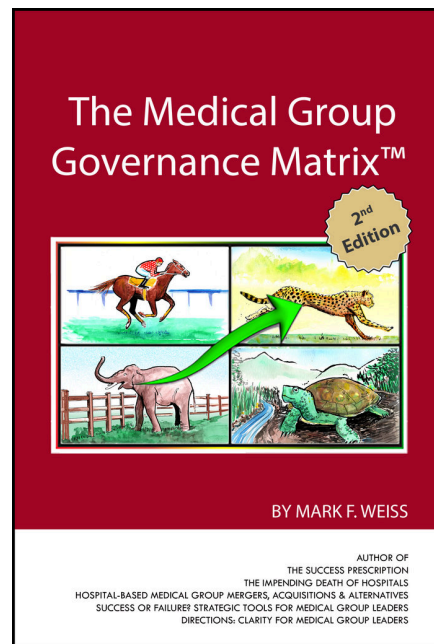
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Two of our most popular publications are back with current statistics and the same urgent message: You must plan for your group's continued success.



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