

# Late Night With Chip & Paulie

## Episode #6

Thursday March 31, 2022 @ 8:00PM(ET)

2

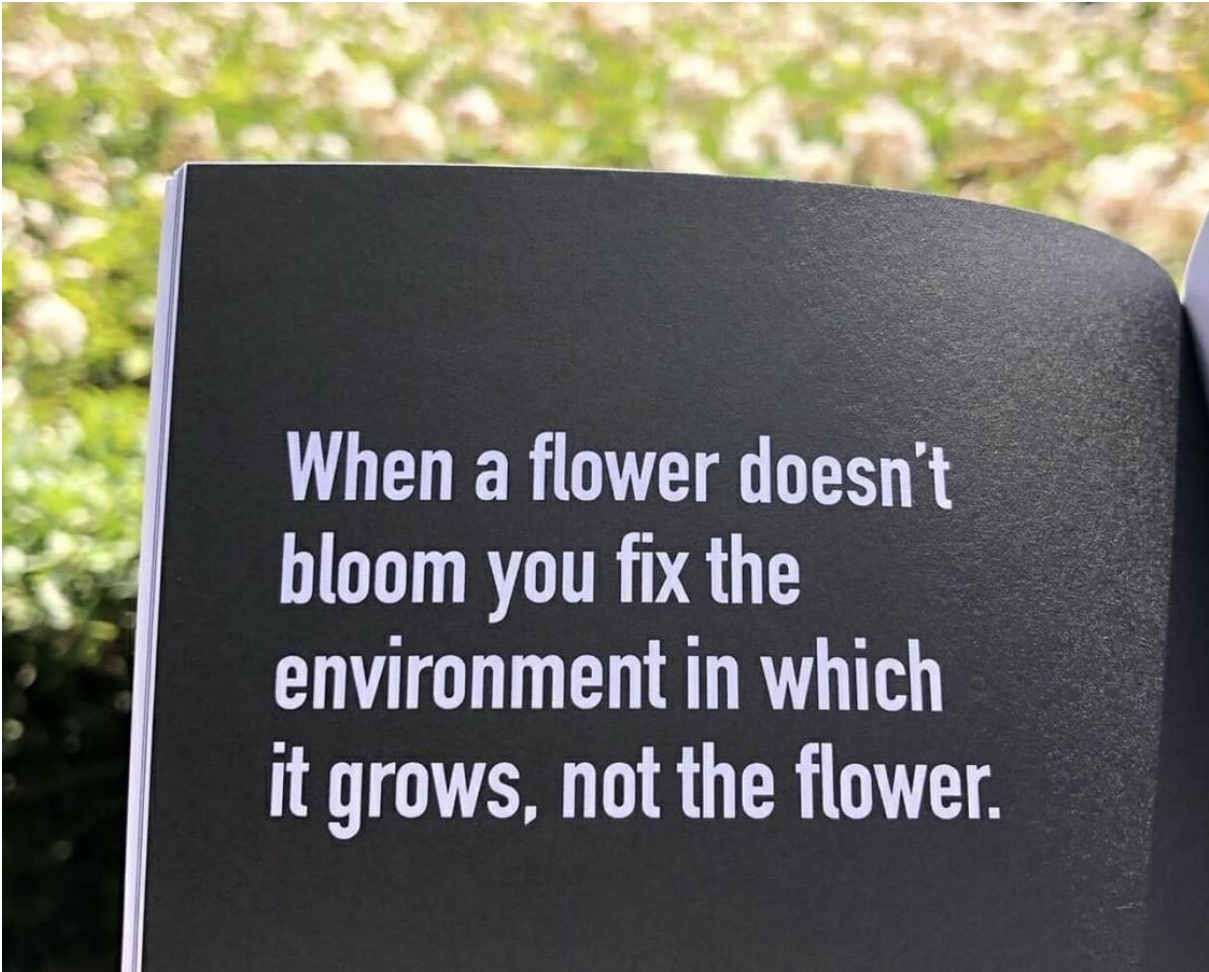


# Agenda

- This Week's Focus
- Data Nerd Report
- Dr. Una
- Strategic Planning

# Focus For The Week...

**"We are not a  
team because we  
work together.  
We are a team  
because we respect,  
trust, and care  
for each other."**



**When a flower doesn't  
bloom you fix the  
environment in which  
it grows, not the flower.**

# Latest Data From The Data NERDS



23% of practices are using bar-code readers for vaccine administration.



**PEDIATRIC  
MANAGEMENT  
INSTITUTE**

HELPING PEDIATRICIANS SUCCEED

## PEDIATRIC PRACTICE MANAGEMENT CONFERENCE

CME & MOC  
Available  
In 2022\*

Virtual  
Option  
Available!



©Disney

📍 Disney Yacht Club Resort, FL

📅 January 27-29, 2022

### VIRTUAL ACCESS

- Gain all the knowledge from the comfort of your own home with virtual access.
- See attached schedule for sessions included in the package
- *Thursday's pre-conference sessions will not be available for virtual attendees.*

### NEW FOR 2022

- One price for the entire two days!
- Three breakout sessions to dive deeper into topics important to you
- All-inclusive pricing includes all scheduled meals, breaks, drinks, and two cocktail parties.

### REGISTRATION FEES

- Register before October 31, 2021: \$899
- Register after October 31, 2021: \$949
- **Virtual Access:** \$329
- **Pre-Conference Sessions:** \$239 per session

- On-Demand viewing extended to April 30.
- Complimentary for all 2021 in-person attendees



# PMI Conference 2023

- First weekend in February
- Houston @ Royal Sonesta Near Galleria
- Registration and details coming soon
- *Will be limited to 400 attendees...it's sure to sell out quickly.*



Save \$125 off the registration fee with “Early Bird Pricing”...ends soon.

# Pre Conference Sessions for 2022

- **Practice Management**
  - Audit Your Own Charts For Billing Compliance (Lander)
  - Front Desk Best Practices (Lynne Gratton)
  - Do Your Own Financial Analysis (Tim Proctor)
- **Marketing**
  - Self-Promotion For Marketing Success (Ernest)
  - Responding To Social Media Attacks (Baldwin/Wolynn)
  - Effective Tools For Marketing Management (Feiten)
- **Supergroups**
  - The Role Of Supergroups In Pediatrics (Madden)
  - Lessons Learned From The Field (Sirota)
  - Legal Issues For Supergroups
  - Panel/Group Discussion
- **The Reach Institute**
  - Eugene Hershorin & Peter Jensen



# PRACTICE PERFECT

## STRATEGIES FOR PERFECTING THE BUSINESS OF PEDIATRICS

AN 8-PART SERIES FEATURING LEADING INDUSTRY EXPERTS



HOSTED BY:  
Florida Chapter of the  
American Academy of Pediatrics  
INCORPORATED IN FLORIDA

<https://fcaap.org/events/>

[www.PediatricSupport.com](http://www.PediatricSupport.com)

# What's On The Pediatric Practice Management Calendar?

Feb 23rd, THU 8 – 9pm

Paulie and Chip Late Show Webinar

Purge Old Equipment (Y)

Check all former user email accounts and confirm forwarding (Q)

Check all user permissions (Q)

Lock out former users (Q)

Update Employee Lists (Q)

Run reports your PM/EHR can't produce retrospectively (M)

Perform all desktop/device system upgrades (M)

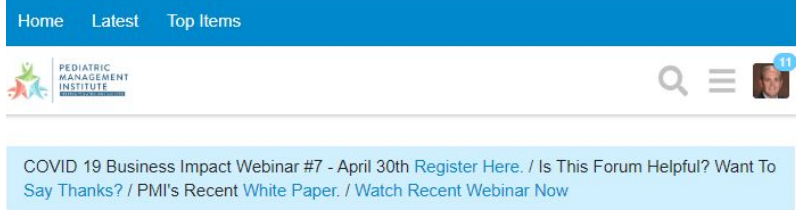
[bit.ly/PediatricPracticeManagementCalendar](https://bit.ly/PediatricPracticeManagementCalendar)

# Cash Flow Planning

Goto Forum and search “Cash Flow”

Forum.PediatricSupport.com

Plan Year End Distributions



Home Latest Top Items

PEDIATRIC MANAGEMENT INSTITUTE

COVID 19 Business Impact Webinar #7 - April 30th Register Here. / Is This Forum Helpful? Want To Say Thanks? / PMI's Recent White Paper. / Watch Recent Webinar Now

## Cash Flow Projection Spreadsheet

Finance

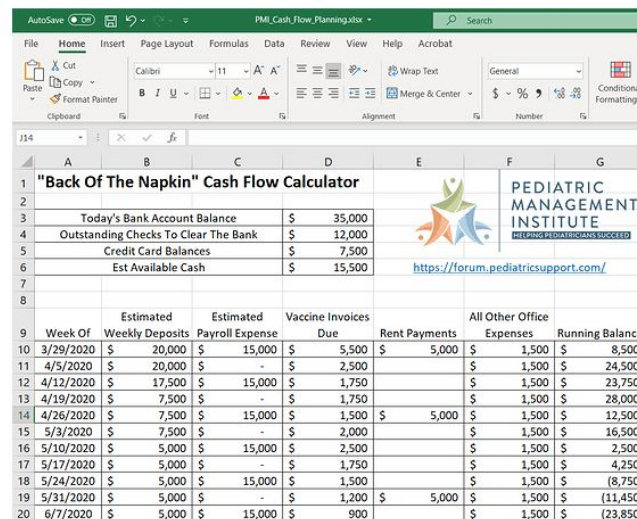


Paulie

Mar 26

Many of us know how to plan out cash flow...I thought I'd help everyone get started with this basic spreadsheet...more details during our [webinar this evening](#).

[PMI\\_Cash\\_Flow\\_Planning.xlsx](#) (43.8 KB)



| Week Of   | Estimated Weekly Deposits | Estimated Payroll Expense | Vaccine Invoices Due | Rent Payments | All Other Office Expenses | Running Balance |
|-----------|---------------------------|---------------------------|----------------------|---------------|---------------------------|-----------------|
| 3/29/2020 | \$ 20,000                 | \$ 15,000                 | \$ 5,500             | \$ 5,000      | \$ 1,500                  | \$ 8,500        |
| 4/5/2020  | \$ 20,000                 | \$ -                      | \$ 2,500             |               | \$ 1,500                  | \$ 24,500       |
| 4/12/2020 | \$ 17,500                 | \$ 15,000                 | \$ 1,750             |               | \$ 1,500                  | \$ 23,750       |
| 4/19/2020 | \$ 7,500                  | \$ -                      | \$ 1,750             |               | \$ 1,500                  | \$ 28,000       |
| 4/26/2020 | \$ 7,500                  | \$ 15,000                 | \$ 1,500             | \$ 5,000      | \$ 1,500                  | \$ 12,500       |
| 5/3/2020  | \$ 7,500                  | \$ -                      | \$ 2,000             |               | \$ 1,500                  | \$ 16,500       |
| 5/10/2020 | \$ 5,000                  | \$ 15,000                 | \$ 2,500             |               | \$ 1,500                  | \$ 2,500        |
| 5/17/2020 | \$ 5,000                  | \$ -                      | \$ 1,750             |               | \$ 1,500                  | \$ 4,250        |
| 5/24/2020 | \$ 5,000                  | \$ 15,000                 | \$ 1,500             |               | \$ 1,500                  | \$ (8,750)      |
| 5/31/2020 | \$ 5,000                  | \$ -                      | \$ 1,200             | \$ 5,000      | \$ 1,500                  | \$ (11,450)     |
| 6/7/2020  | \$ 5,000                  | \$ 15,000                 | \$ 900               |               | \$ 1,500                  | \$ (23,850)     |

## Second Notice - Submit Your PRF Report in Reporting Period 2

Dear Valued Provider:

Providers who received Provider Relief Fund (PRF) payments exceeding \$10,000, in the aggregate, between July 1, 2020 to December 31, 2020 are required to report in Reporting Period 2 (RP2). **If your report is in progress complete it by the deadline, March 31, 2022; if you have not started please do so right away.**

Providers that are required to report and do not submit a completed report by the deadline will be deemed out of compliance with the program [Terms and Conditions](#) and will be subject to recovery of all funds not reported on during RP2.

### Action Needed

Reports must be submitted by **11:59 PM ET on March 31, 2022.**

- Review the [Notice of Reporting Requirements \(June 11\)](#)
- Enter the [PRF Reporting Portal](#)
- Register an account as the first required step (if not already completed)
- Complete report, verify its accuracy, and submit to **HRSA** by the deadline

### More Information

Providers who received payments from the Nursing Home Infection Control (NHIC) Distribution, and are required to report in RP2, are invited to attend an upcoming webinar session dedicated to reporting on NHIC payments. **The session is on February 17, 2022 at 3:00 PM ET - [Register Now](#).**

Reporting for payments received  
July 1, 2020 - December 31, 2020  
due by **March 31, 2022.**

See recording of last webinar  
detailing Paulie's take on how to  
best submit the paperwork, etc.  
(In the forum)

- *Unreimbursed expenses attributable to coronavirus*
- *"Revenue Loss" due to COVID*

**Due Today!!!**

**Voting is open until March 31<sup>st</sup> for the 2022 Section on Administration and Practice Management (SOAPM) election...get your votes in if you haven't done so already!**

American Academy  
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®



**WHAT:** Elect the future leaders to SOAPM.

**WHY:** Exercise your right to vote as a member and to influence the future direction of SOAPM.

**WHEN:** **March 2-31, 2022.** The elected SOAPM leader will take office on November 1, 2022.

**WHERE:** Access <https://www.aap.org/vote> to view the on-line ballot and biographical information on the candidates. Use your AAP ID and password to log in. Please contact AAP Customer Service at 1-866-THE-AAP1 (1-866-843-2271) if you experience any issues logging in to AAP.org.



## Certified Pediatric Office Executive



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# 116 Enrolled

Pediatric Management Institute (PMI) is pleased to provide the Certified Pediatric Office Executive certification (CPOE). This program provides existing Pediatricians, Office Managers and Supervisors with at least a year of experience the requisite knowledge to effectively manage a Pediatric practice. The online learning and testing system are designed to cover a variety of areas including:

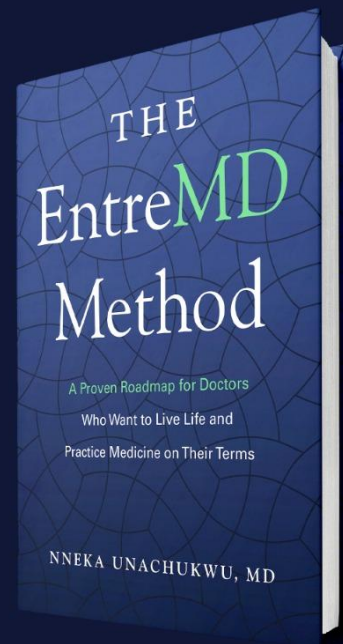
- Coding
- Compliance
- Personal Development
- Finance
- Human Resource Management
- Marketing
- Information Systems
- Operations
- Revenue Cycle Management
- Strategic Planning

# THE EntreMD Method

A Proven Roadmap for Doctors



#EntreMBook



<https://entremd.com/>

[www.PediatricSupport.com](http://www.PediatricSupport.com)

# Strategic Planning For Your Practice





**... We must first accept the fact that a Pediatric practice is really a small business and must run on sound, generally accepted business principles to remain viable."**

<http://practice.aap.org/content.aspx?aid=1808>  
What information you need to look at...



# What Is Strategic Planning?

Strategic planning involves the development of long-term strategies to increase the profitability and competitiveness of your practice. This may involve developing new service lines for your practice so you can provide the best possible medical home for your patients.

The purpose of the strategic planning process is to design a practice that allows the individuals involved to achieve their personal goals. You can do this by using the strengths of your business to take advantage of opportunities in your community.

Strategic planning involves developing plans for your practice and implementing and evaluating these plans.

# Importance Of Strategic Planning

Evaluate & address the headwinds...

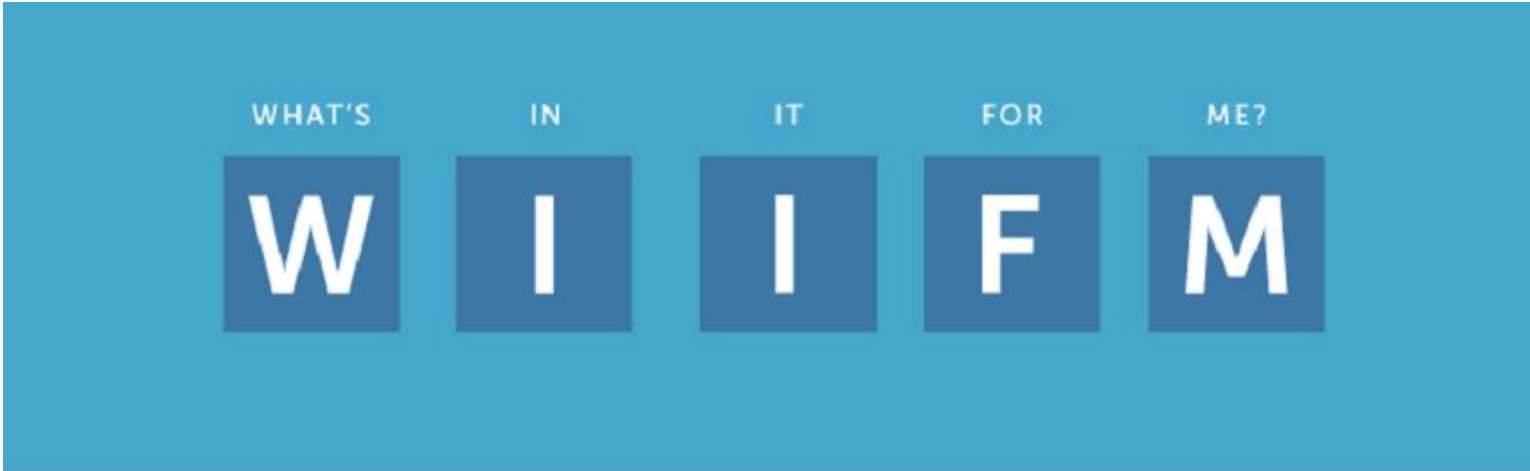
1. Group Alignment
2. Increased expenses
  - a. Supplies
  - b. Labor
3. Flat Payments From MCO's
4. Provider Burnout
5. Defining & Delivering On Your Value Proposition
6. Long Term Succession Planning

# Mindset

## Board Of Directors

### What is best for the practice?





# The academic perspective...

Understand the basics and adapt to your needs...

**Figure 1. Strategic planning process**

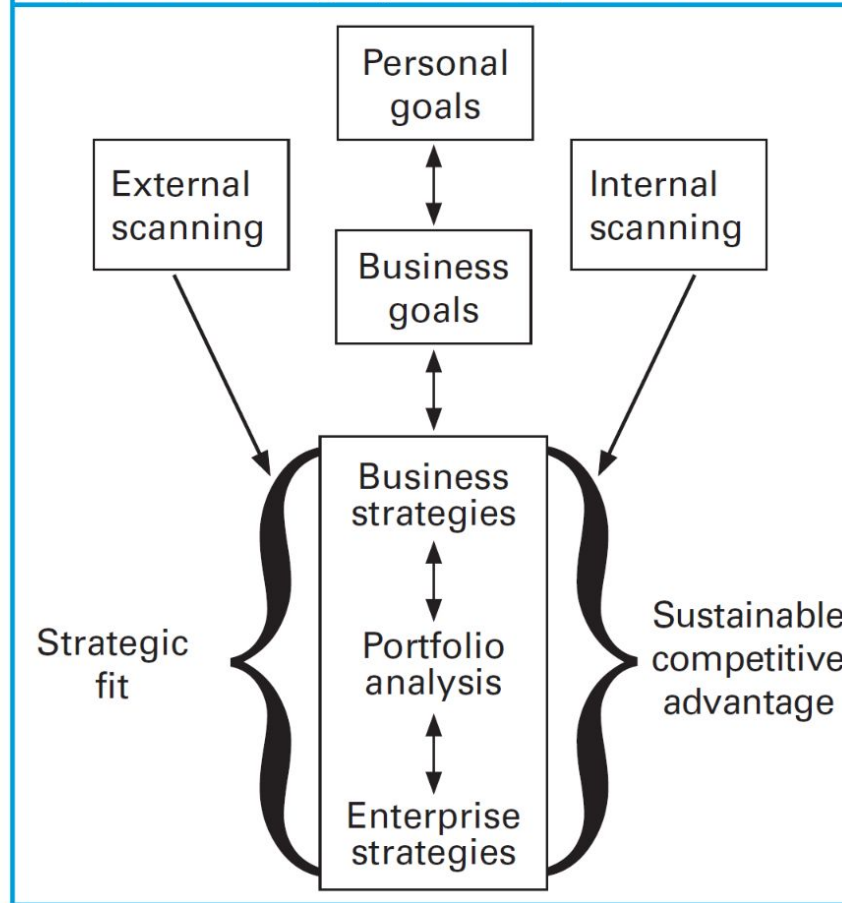
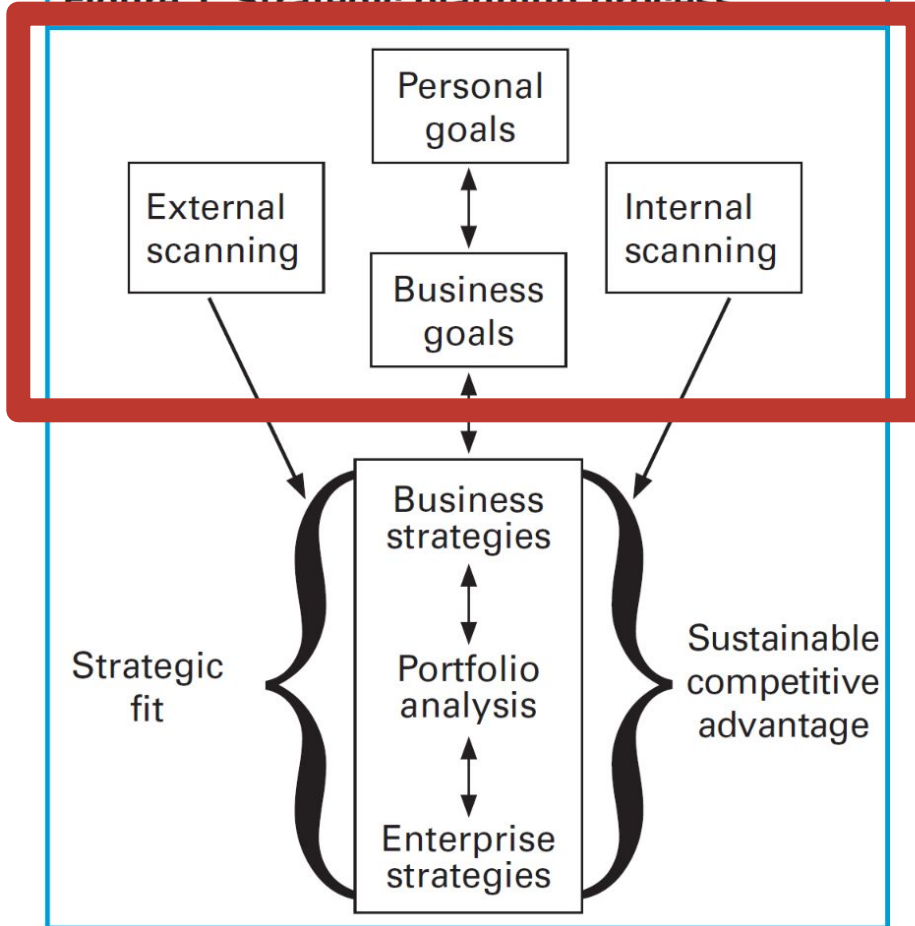




Figure 1. Strategic planning process

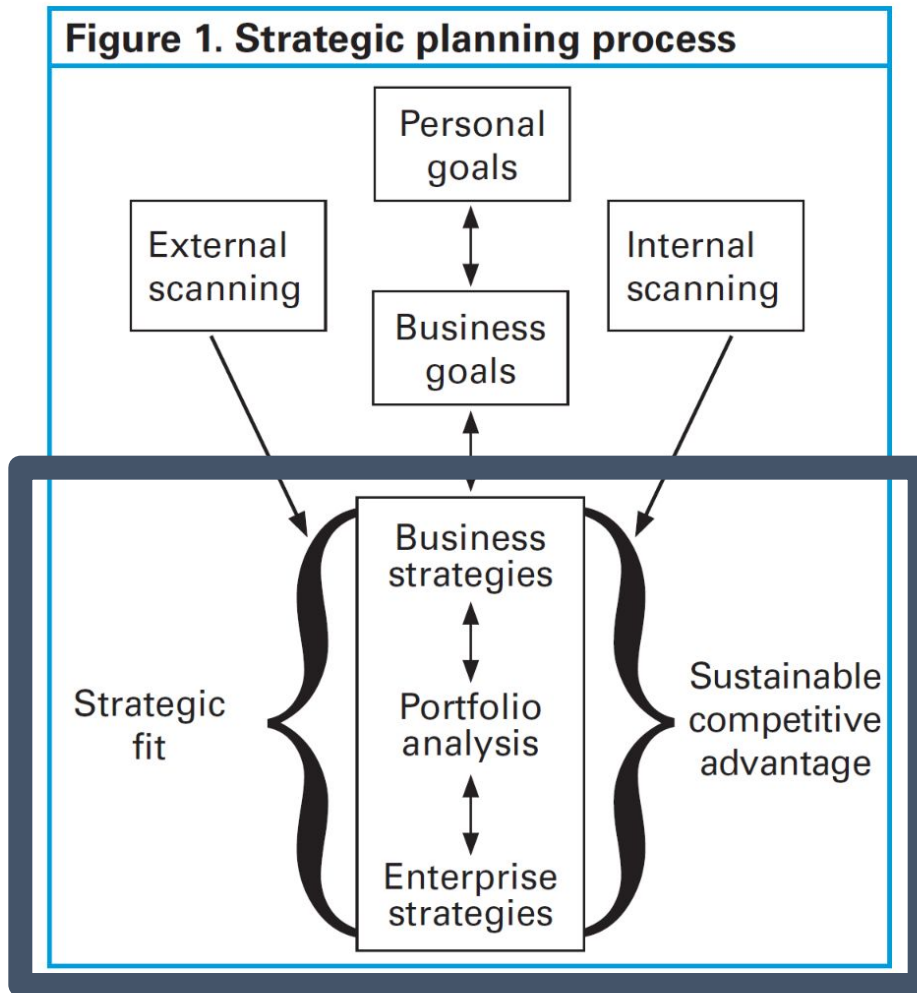


# Phase 1

*Factor Analysis*

1. Identify Personal Goals
2. Determine Business Goals
3. Scan the External Environment
4. Scan the Internal Environment

**Figure 1. Strategic planning process**

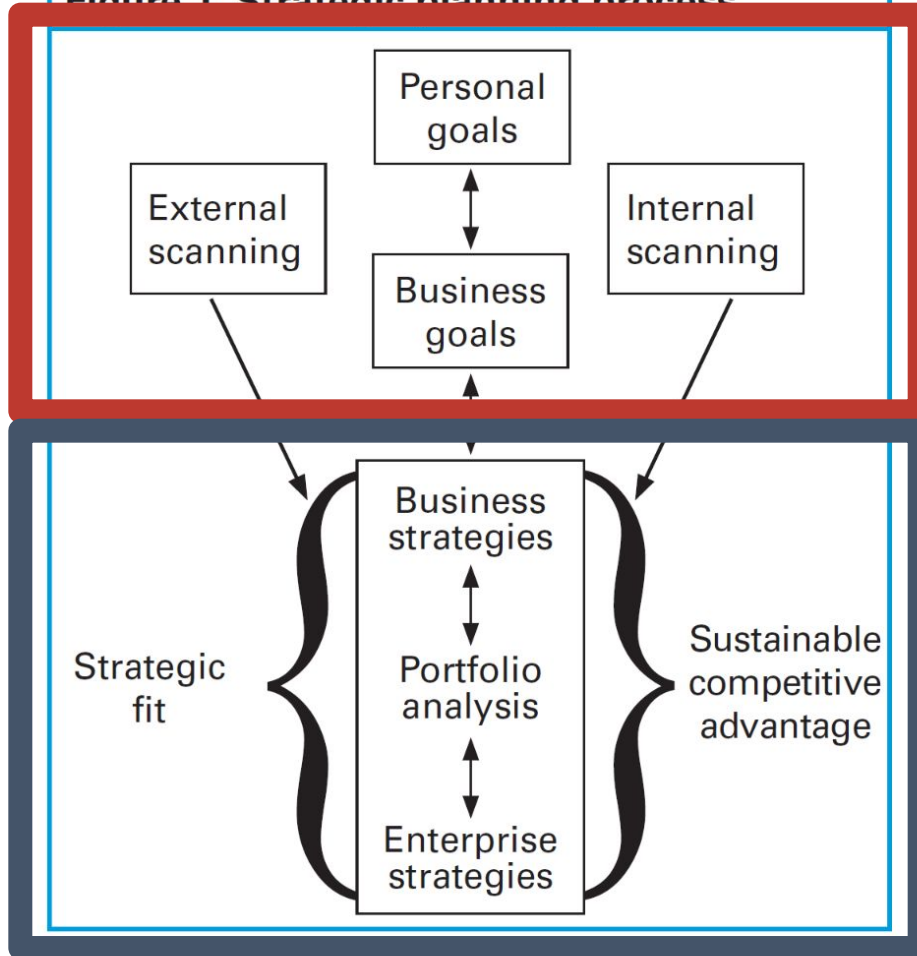


## Phase 2

### Strategy Analysis

1. **Business Strategies**
2. **Competitive Strategies**
3. **Portfolio Analysis**
4. **Reality Testing**

Figure 1. Strategic planning process



## Phase 1

*Factor Analysis*

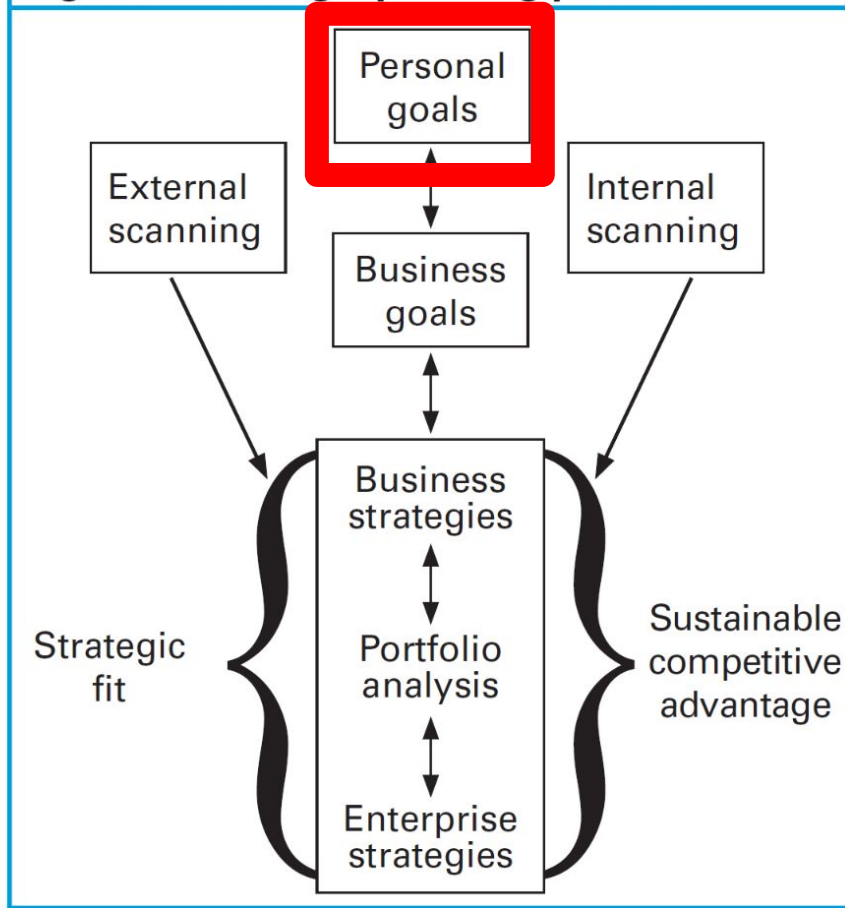
1. Identify Personal Goals
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## Phase 2

*Strategy Analysis*

1. Business Strategies
2. Competitive Strategies
3. Portfolio Analysis
4. Reality Testing

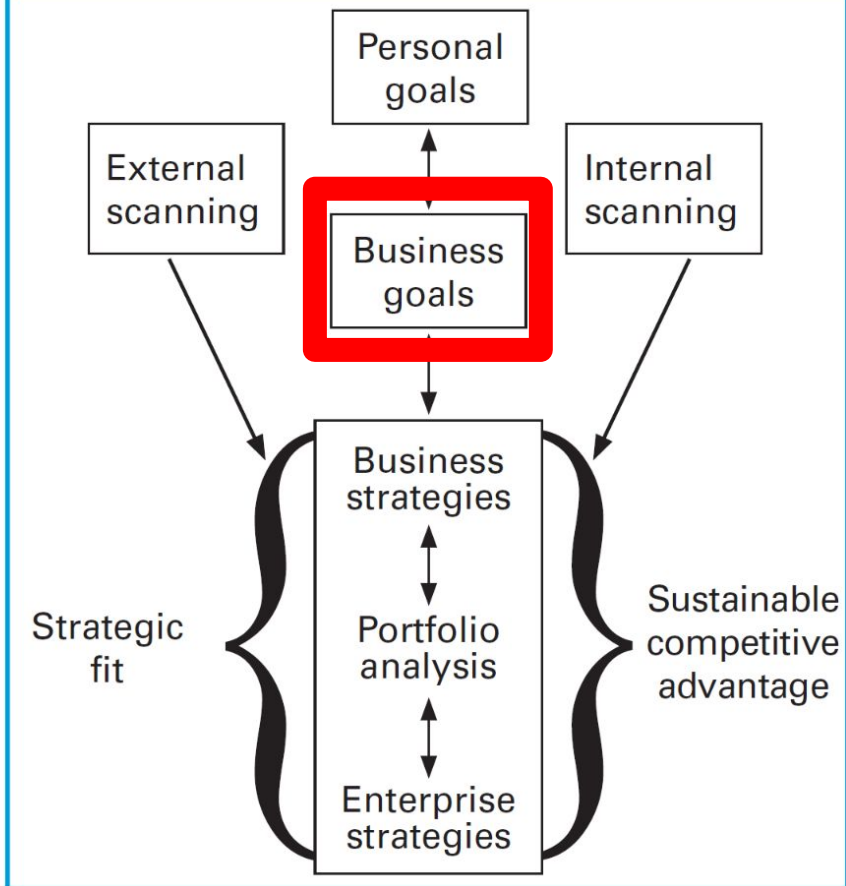
**Figure 1. Strategic planning process**



## 1) Personal Goals

One purpose of the business is to achieve the personal goals of the individuals involved in the practice.

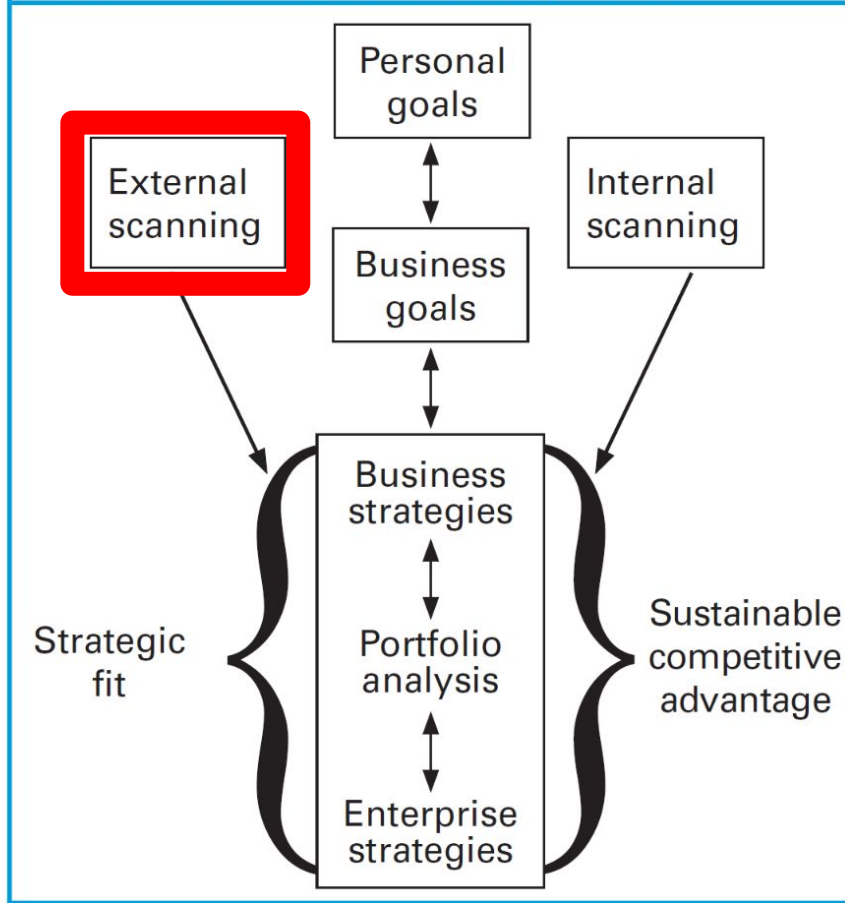
*Usually a source of passion that drives them or logistical that provides a means to an end.*

**Figure 1. Strategic planning process**

## 2) Business Goals

Personal goals provide the foundation for the *business goals*.

**Figure 1. Strategic planning process**

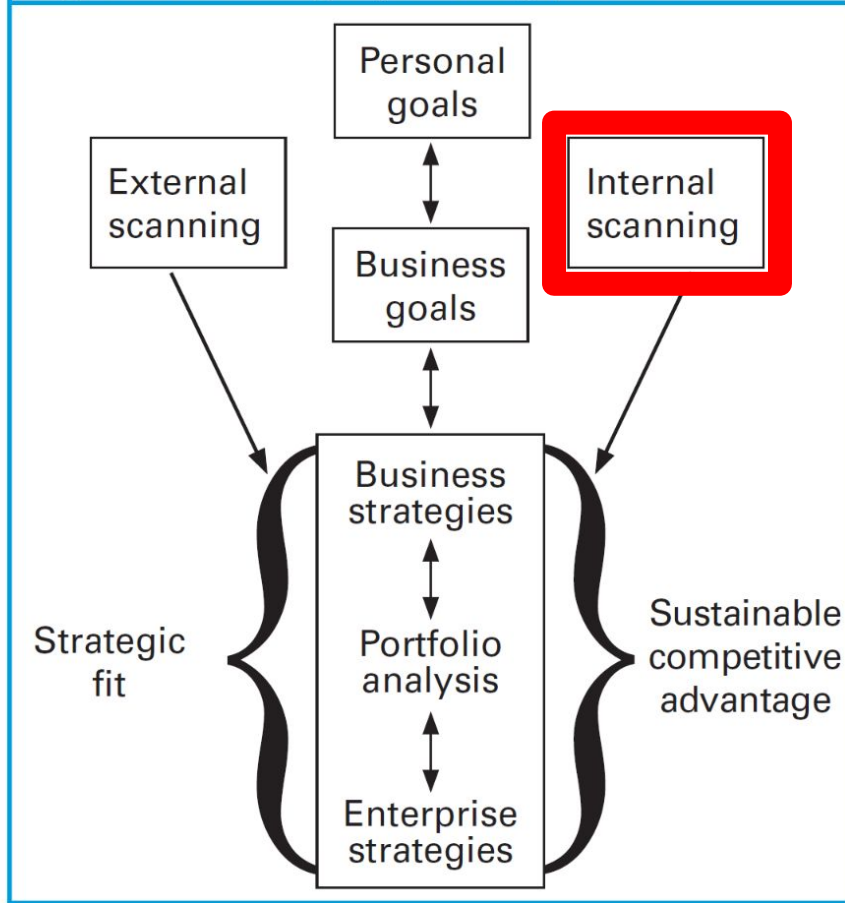


### 3) External Scanning

Scanning is the process of assessing what is going on around you. External scanning involves looking past the waiting room and examining and assessing the economic, business and social environment surrounding your business.

- A. Industry Trends
- B. Competition
- C. Economy/Business/Social

**Figure 1. Strategic planning process**



## 4) Internal Scanning

Internal scanning involves looking inside of your practice and identifying its strengths and weaknesses.

SWOT Analysis



## SWOT Analysis For Pediatric Practices

Course

[About](#) [Modules](#)

Presented by: Tim Rushford

### Course Summary

Before a practice can begin to formulate an effective future plan, they must have a deep understanding of the internal and external environments in which they are operating. In this course, we present in detail, a reliable method for evaluating and analyzing the strengths, weaknesses, opportunities, and threats related to your practice- the SWOT analysis.

Why do a SWOT analysis? Information about both the external environment and internal capabilities of your practice is crucial to informing your project goals and long term strategy. If you are creating a strategic plan for your practice, it is essential to identify the strengths, weaknesses, opportunities and threats (SWOT) related to your business. Whether you are a SWOT novice or just need a refresher, this course will help you master the fundamentals of SWOT analysis and place the analysis in context of your overall future plan. We deliver a comprehensive overview of the key SWOT concepts with detailed examples. We discuss the four quadrants of the SWOT analysis and how they relate to each other. We outline the best way to conduct the analysis and outline next steps in the strategic planning process.

Inf



# SWOT Summary

 Use strengths  
to take  
advantage of  
opportunities

S&amp;O

 Offset  
weaknesses to  
take advantage  
of opportunities

W&amp;O

 Use strengths  
to avoid  
threats

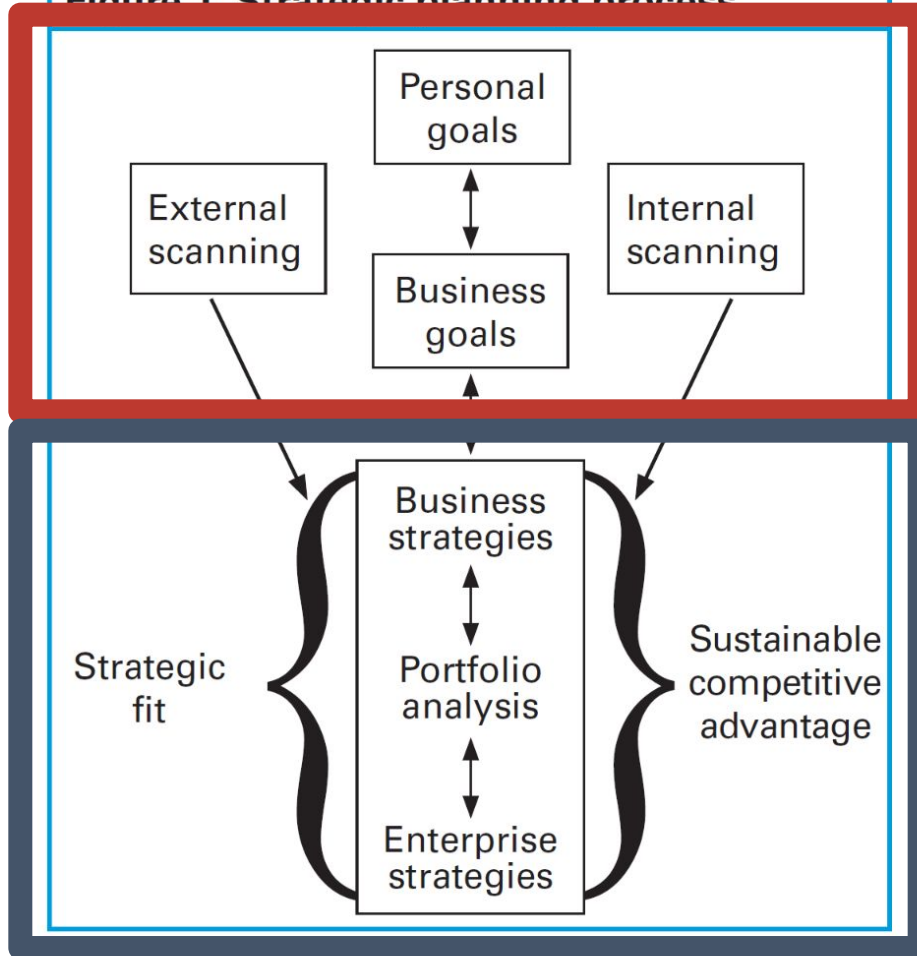
S&amp;T

 Minimize  
weaknesses to  
avoid threats

W&amp;T



Figure 1. Strategic planning process



## Phase 1

*Factor Analysis*

1. Identify Personal Goals
2. Determine Business Goals
3. Scan the External Environment
4. Scan the Internal Environment

## Phase 2

*Strategy Analysis*

1. Business Strategies
2. Competitive Strategies
3. Portfolio Analysis
4. Reality Testing



Women  
IN PEDIATRICS

# Retreat

MAY 12-15, 2022

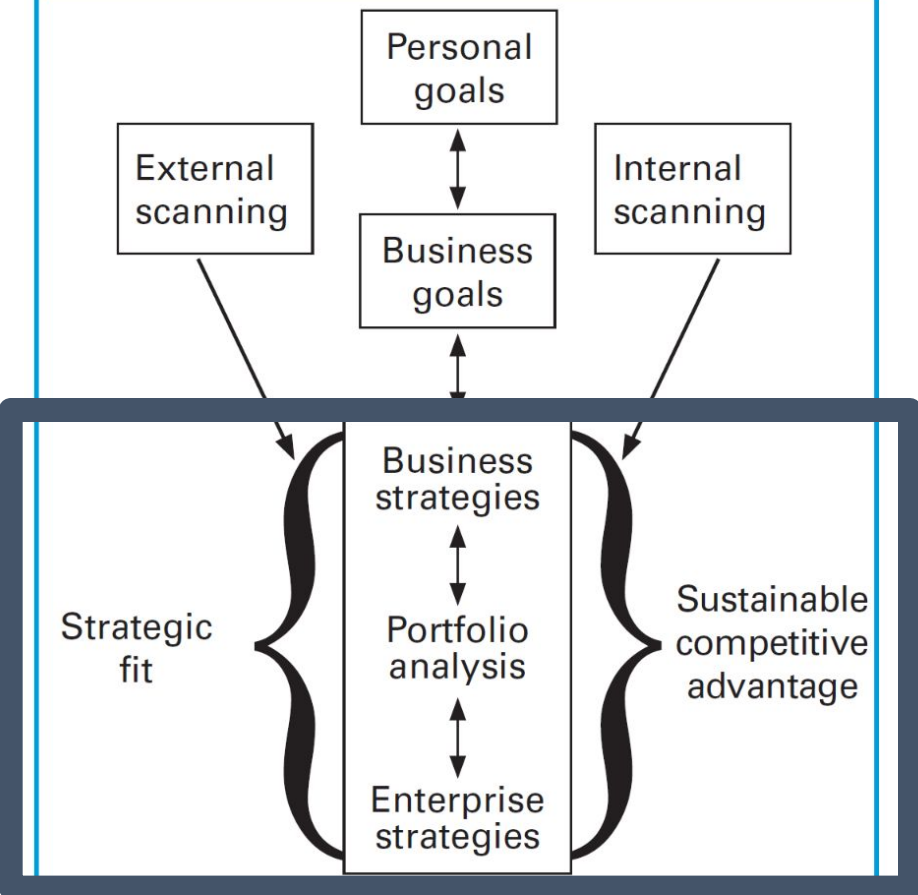
— It's time to —  
**REFRESH, RECONNECT, AND REFOCUS**

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PEDIATRIC  
MANAGEMENT  
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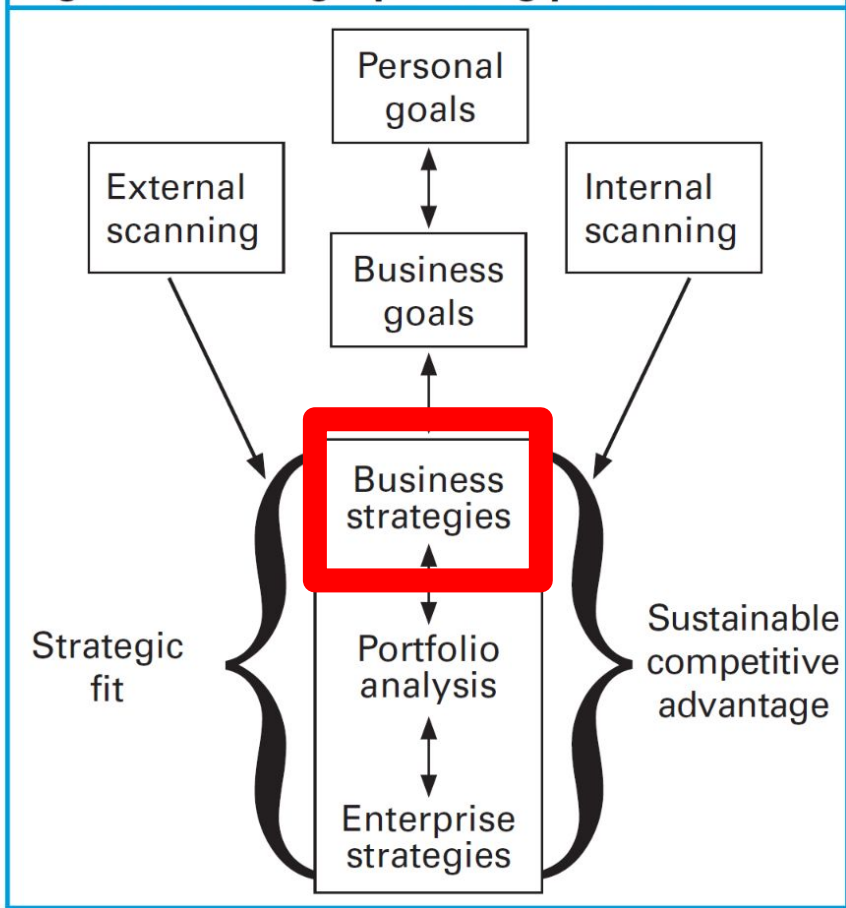
**Figure 1. Strategic planning process**



## Phase 2: Strategy Analysis

Strategize alternative ways of organizing the practice to achieve the business goals.

## Figure 1. Strategic planning process



## 1) Business Strategies

The first step in strategy development is to answer two basic questions of the business:

- What is the planning horizon of the business?
- What direction is the practice headed?.

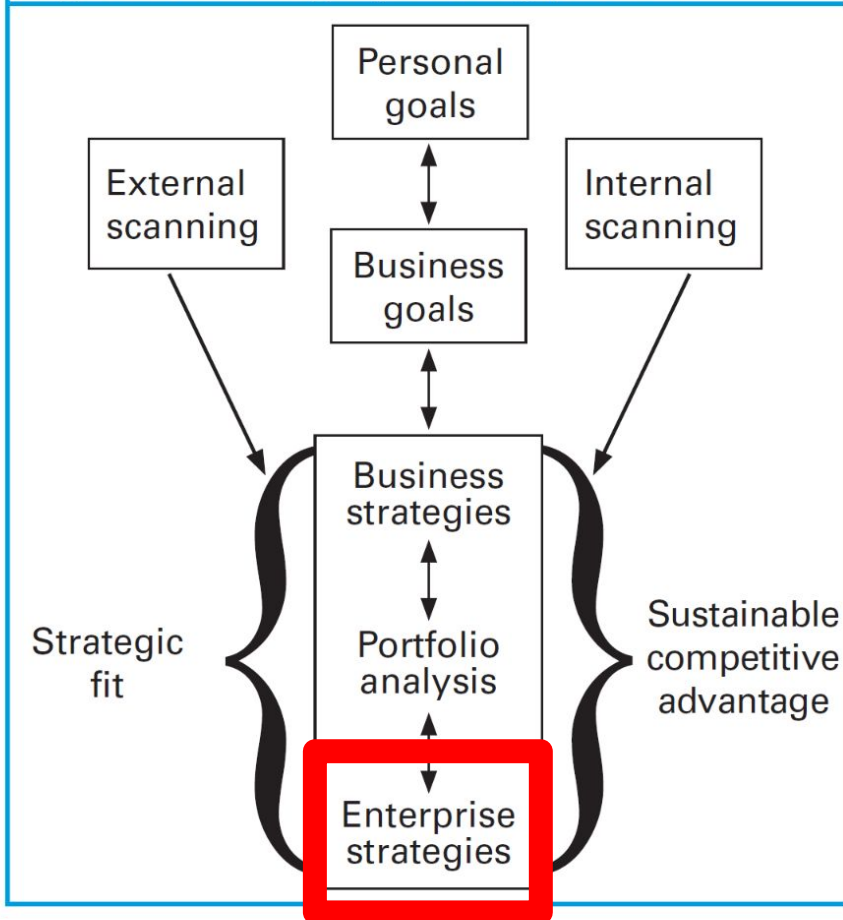
a) **Planning horizon** - The planning horizon question asks, *how long will the practice exist?*

b) **Direction** - The direction question asks, *where is the practice going?* Will it grow or stay the same size as it is? If it grows, how will it grow? Will you add new providers, locations, etc.?

*Developing a direction strategy should be done in combination with Portfolio Analysis and Competitive Strategy Development:*

- *Growth- Expand the practice size*
- *Stability- Maintain the practice size*
- *Retrenchment- Refocus & Improve Performance*

**Figure 1. Strategic planning process**



## 2) Competitive Strategy Development

Competitive Strategies identify how each service the practice offers will compete within the community.

Each service line should be identified as a profit center, cost center or investment center.

Some are “loss leaders” while others are more profitable. *Well visits saved the bacon for many in 2020 & 2021.*

Examples Of Service Lines:

1. Sick/Well Visits
2. Laboratory
3. Immunizations
4. Radiology
5. Fluoride Varnish
6. Lactation Support Services
7. Behavioral Health
8. *Telemedicine (Tactic to deliver on the items above)*

If you think someone should offer something new for your patients...take the hint and do it yourself!

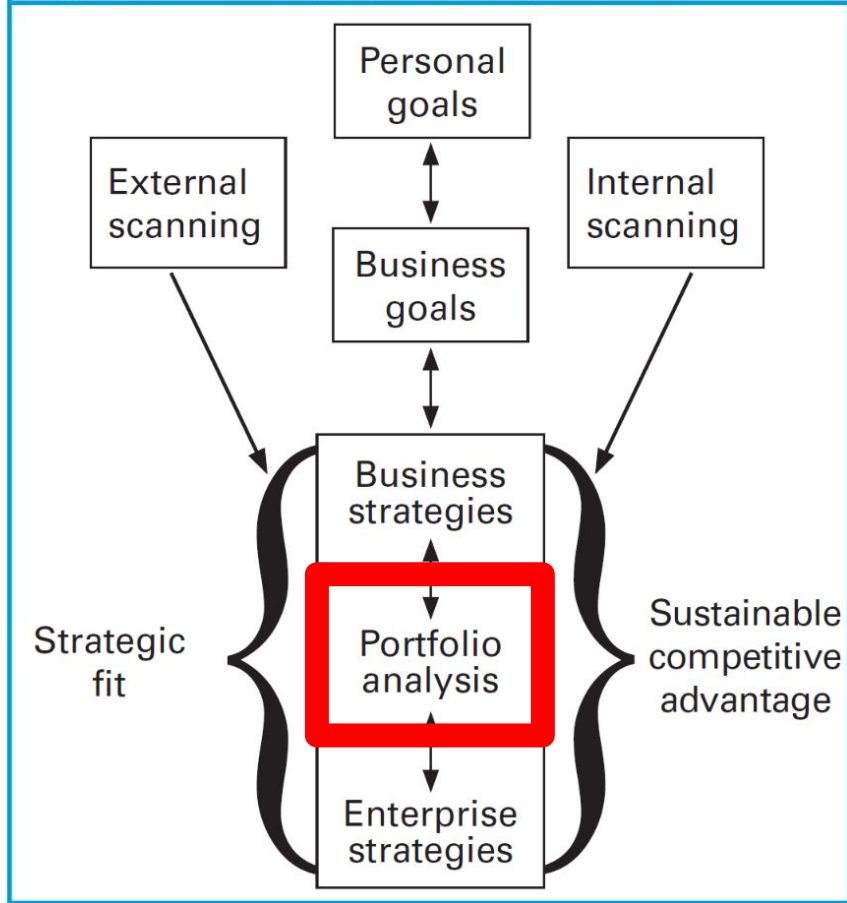
A **goal** is a broad primary outcome.

A **strategy** is the approach you take to achieve a goal.

An **objective** is a measurable step you take to achieve a strategy.

A **tactic** is a tool you use in pursuing an objective associated with a strategy.

**Figure 1. Strategic planning process**



### 3) Portfolio Analysis

Portfolio analysis is part of developing a business strategy. A practice is made up of several service lines.

Portfolio analysis examines the mix of service lines in the practice and asks the question, *what are the patients needs and is there an opportunity for you to solidify (or expand) the practice's presence in the community?*

**The external scanning exercise should provide you with business and market opportunities.** For example, is there demand in your community lactation program? How about the expanding demand for behavioral health services?

Next, compare these opportunities to the strengths of the business. Are the partners aligned? Do you have the right team? Do you have the right physical space and IT infrastructure? This exercise involves matching your skills and business resources with business opportunities.

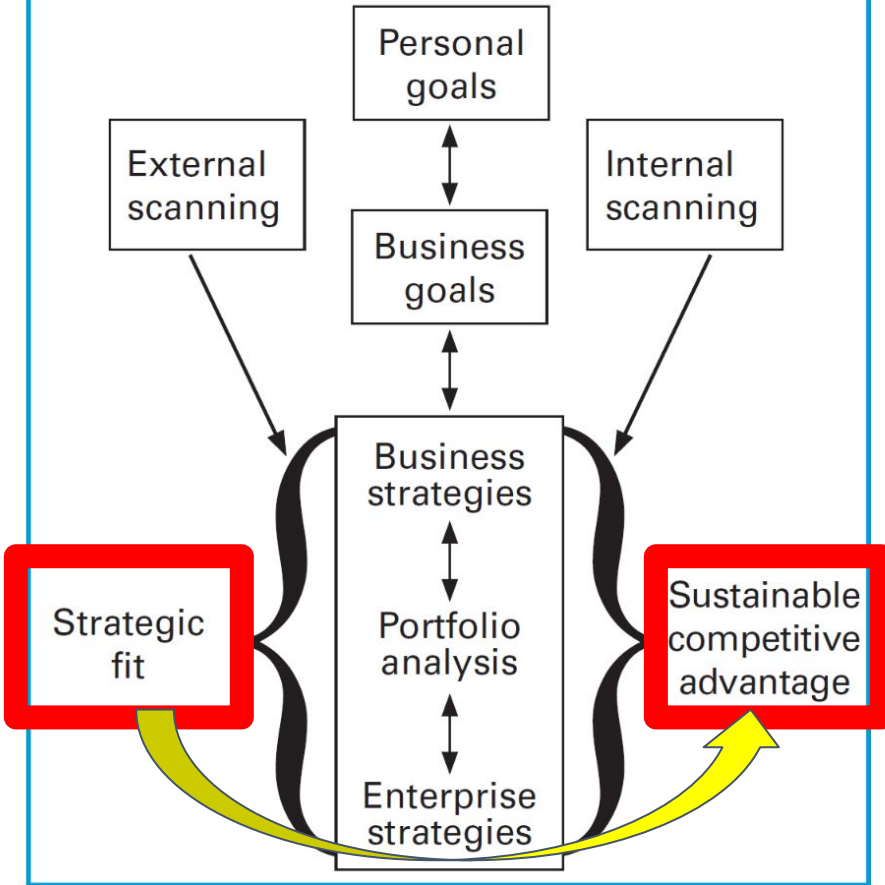
## Figure 1. Strategic planning process



Strategy development involves identifying a *strategic fit* between patient demand (opportunities) and what the practice has to offer (strengths) based on the SWOT analysis.



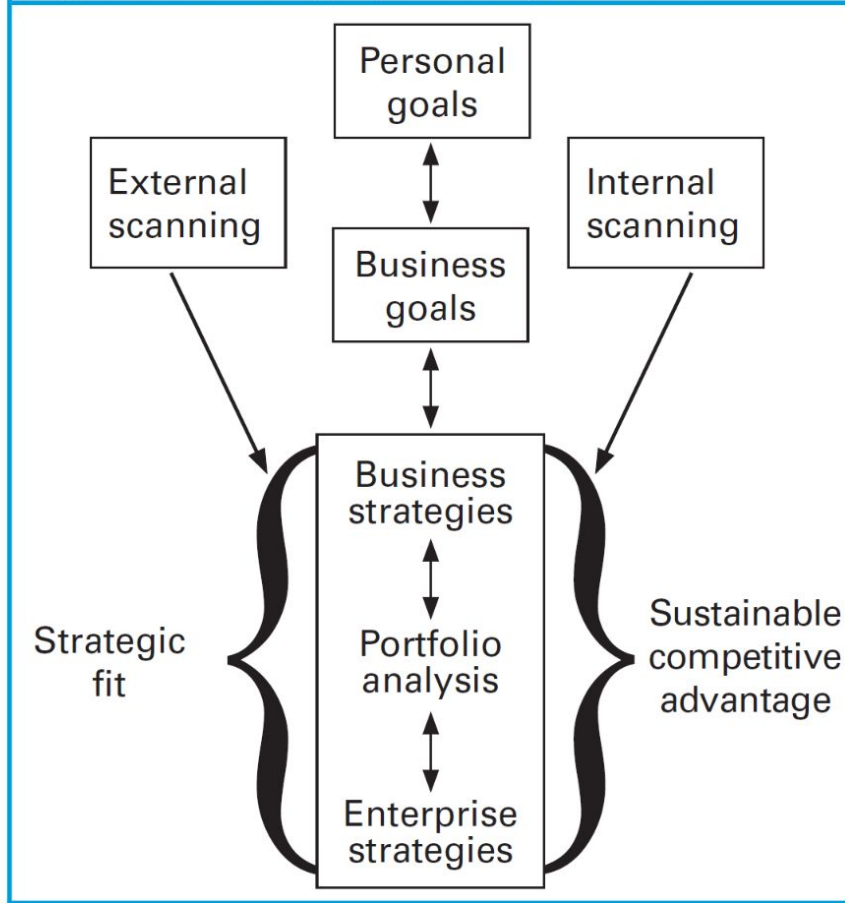
**Figure 1. Strategic planning process**



Strategy development involves identifying a *strategic fit* between patient demand (opportunities) and what the practice has to offer (strengths) based on the SWOT analysis.

From this strategic fit, you develop a *competitive advantage*. A competitive advantage is something that your practice can do better than its competitors.

**Figure 1. Strategic planning process**



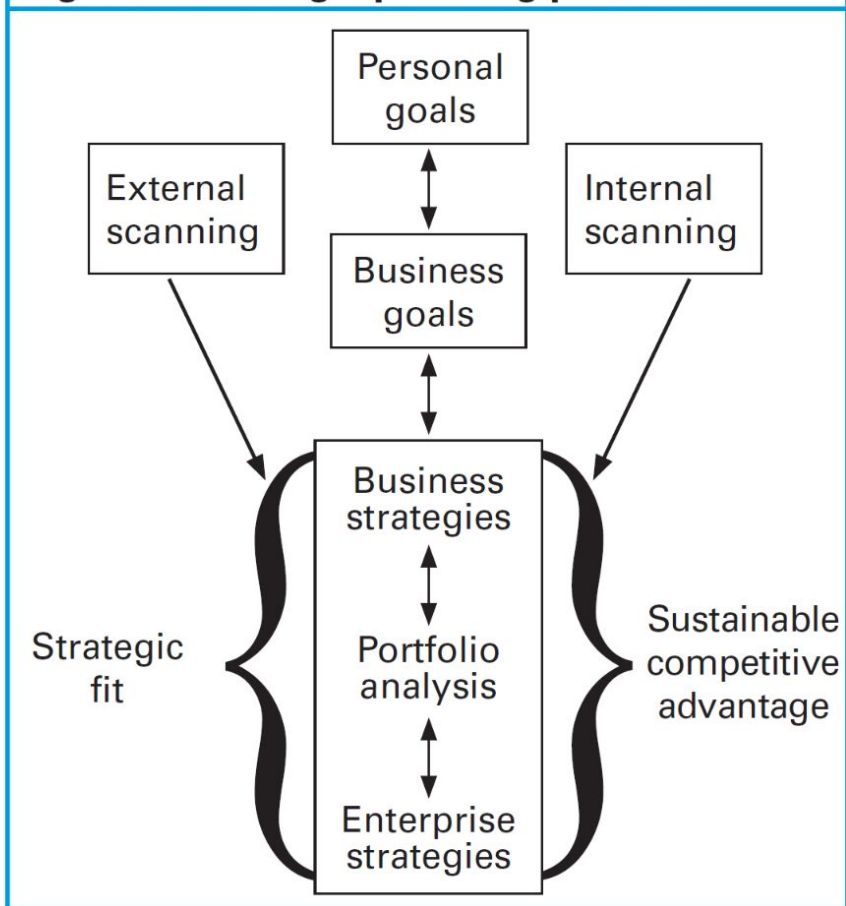
## Reality Testing

In a sense, the business and enterprise strategies represent what is possible and the business goals represent what is desired. These strategies can be used to test the reality of the business goals.

Reality testing involves examining your business goals in light of the environmental opportunities and business strengths.

It addresses the question, *can the practice be organized in a way to achieve the business and personal goals?*

**Figure 1. Strategic planning process**

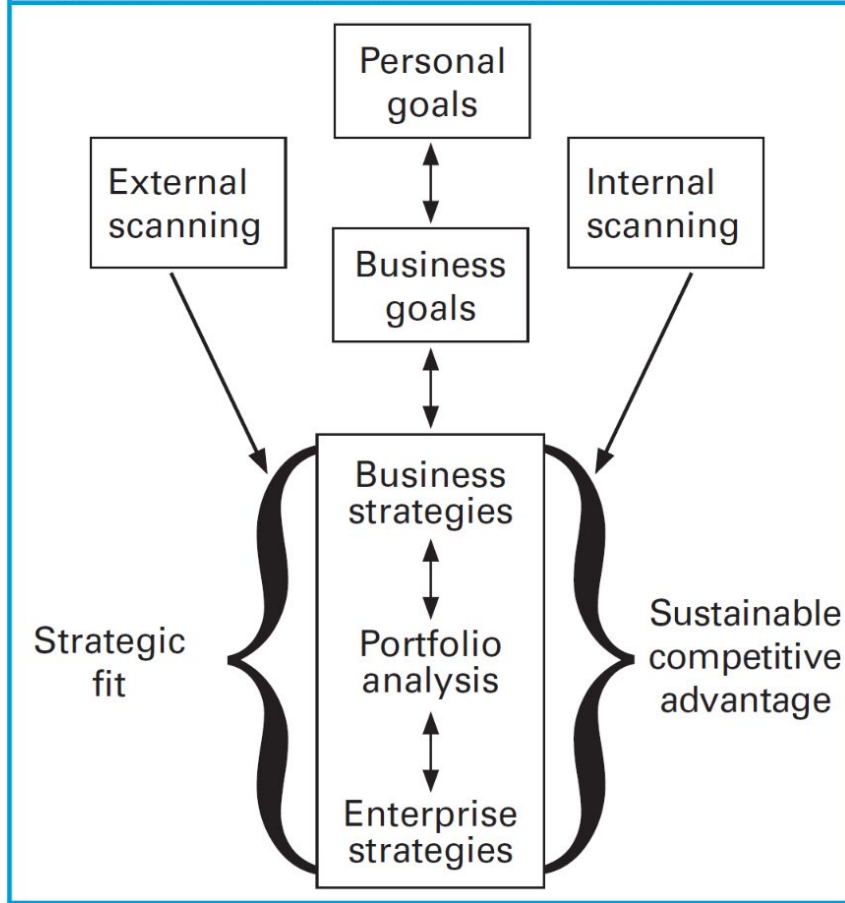


## Reality Testing

In a sense, the business and enterprise strategies represent what is possible and the business goals represent what is desired. These strategies can be used to test the reality of the business goals.

|                                 |              | STRATEGY –<br>DOING THE RIGHT THINGS               |  |
|---------------------------------|--------------|--|--|
|                                 |              | INEFFECTIVELY                                      | EFFECTIVELY  |
| TACTICS –<br>DOING THINGS RIGHT | EFFICIENCY   | DIE QUICKLY<br>A poor plan<br>executed brilliantly | THRIVE<br>A brilliant plan<br>executed brilliantly |
|                                 | INEFFICIENCY | DIE SLOWLY<br>A poor plan<br>executed poorly       | SURVIVE<br>A brilliant plan<br>executed poorly     |

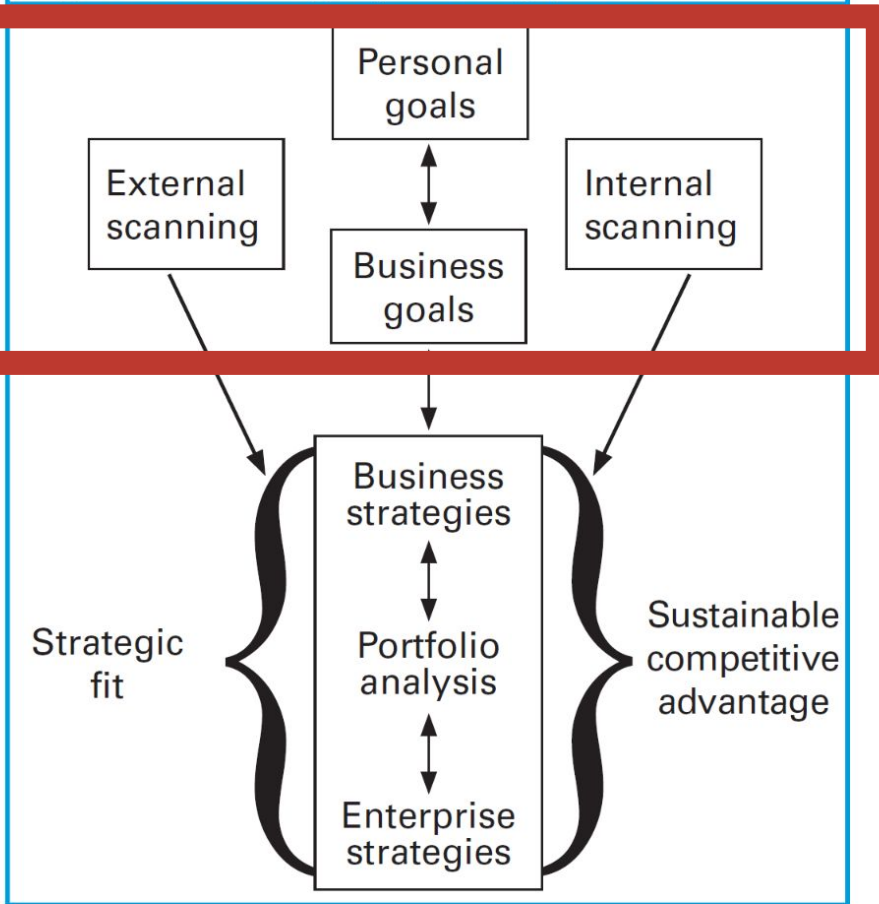
**Figure 1. Strategic planning process**



## Implementation and Control

Once your strategy has been selected, action plans or business plans need to be developed of how the strategy will be implemented. Also, a system of evaluation and control needs to be developed to monitor the practice and the progress of the strategic plan in achieving the business goals.

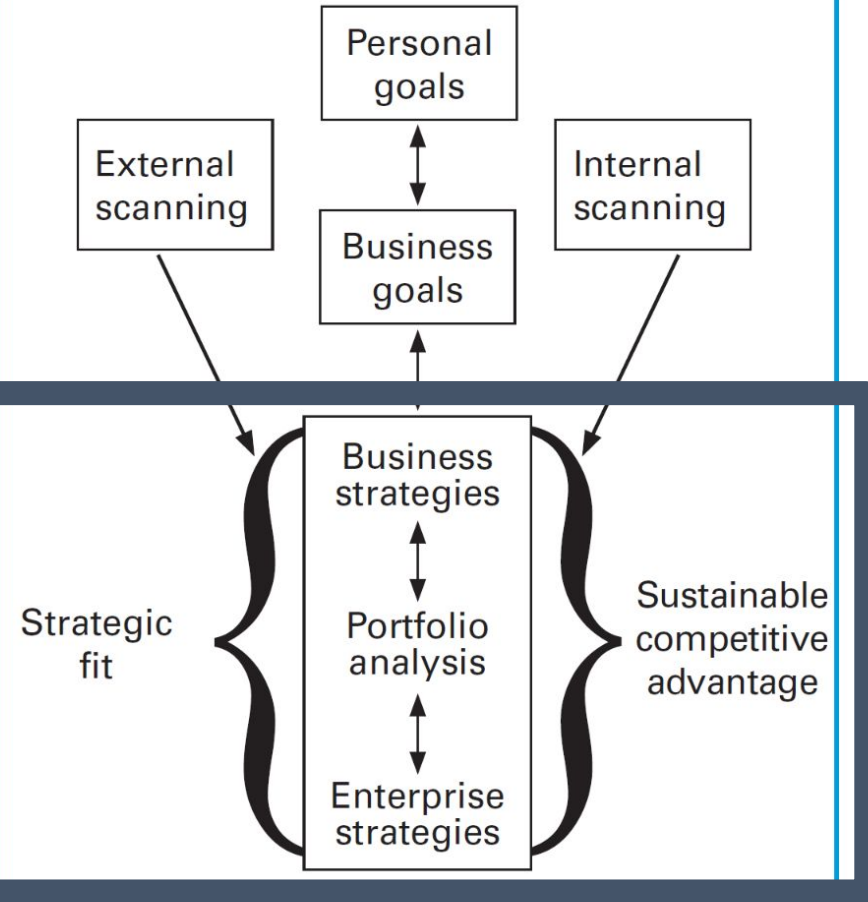
**Figure 1. Strategic planning process**



## Phase 1 (Factor Analysis)

1. Personal Goals
2. Business Goals
  - Service Lines
3. External Scans
  - Industry Trends
  - Competition
  - Economy/Business/Social
- 4 Internal Scanning
  - SWOT Analysis

**Figure 1. Strategic planning process**



## Phase 2 (Strategy Analysis)

1. Business Strategies
  - Planning Horizon
  - Direction
2. Enterprise Strategy Development
  - Acceptance of each service by patients
3. Portfolio Analysis
  - What services are in demand?
  - Honestly evaluate whether you have the resources to provide
4. Strategic Fit
  - Does the practice strength allow it to capitalize the opportunity?
5. Leverage the identified competitive advantage
6. Reality Testing
  - Can the practice achieve the business & personal goals?
7. Implementation & Control
  - Who, what, when, & where to meet the objective

# People Needed

1. Information Gatherer
  - Internal person to gather data & surveys
2. Facilitator
  - Internal or external person to guide the in-person discussions
3. Stakeholders
  - Engage in meeting activities and share feedback

# Commitment Needed

Commitment before, during, & after  
the meeting from all participants



# Preparation

- Employee surveys
- Accountant interview
- Consultant interview
- EMR support interview
- Attorney interview (if retained counsel in past year for any issues)
- Owner/partner surveys & interviews
- Employed provider surveys & interviews
- Patient/Parent survey/interviews
- Financial reports to review (trends)
- Market Analysis From Realtor (ESRI)
- Education Options

## Strategic Planning Timeline

### Phase 1

Preparation  
1-2 Months Out

### Phase 2

Review/Follow Up  
1-Month Out

### Phase 3

In-Person Meeting  
Day of Event

### Phase 4

Follow Up Items  
2-4 Weeks Post Event

Employee Surveys

Provider Interviews

Educational Presentations

Provider Surveys

Accountant/Attorney Interview(s)

Financial Review

Financial Reports

EMR System Interview(s)

Market Analysis Review

Circulate Education Topics

Finalize Education Topic(s)

Personal Goals

Decide On Facilitator

Review Market Analysis

Business Goals

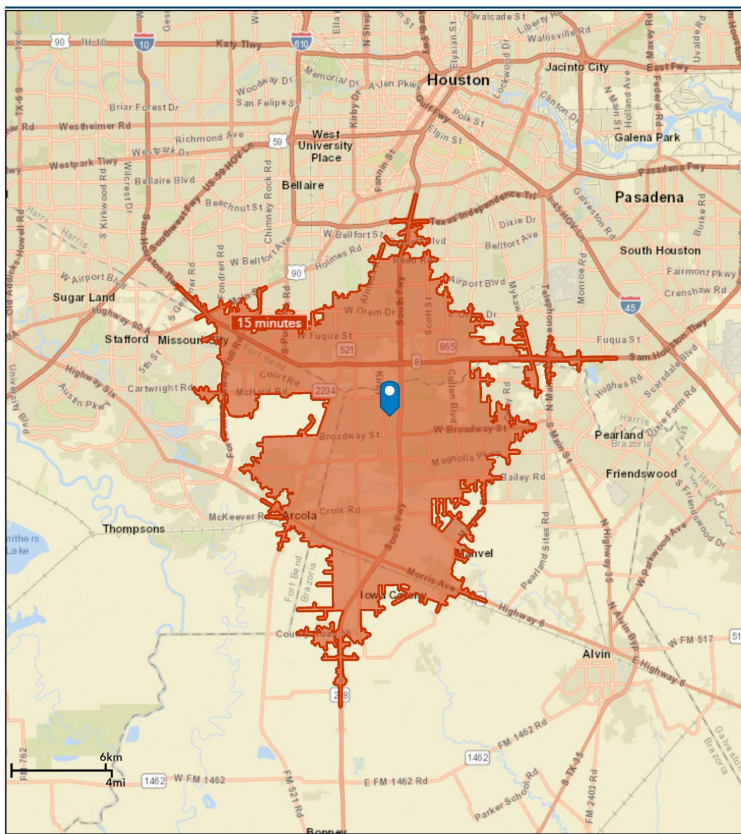
Request Market Analysis

Service Line Assessment

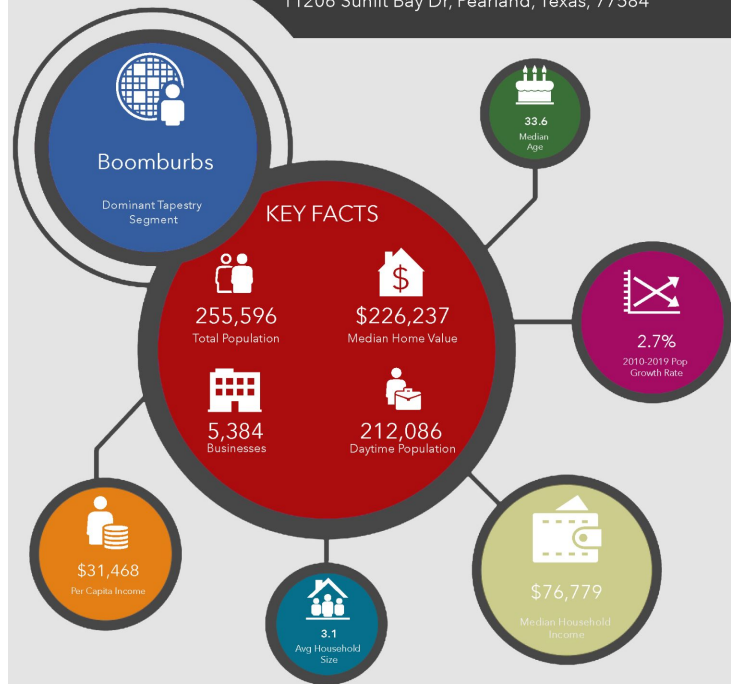
Patient Survey/Interviews

External Review

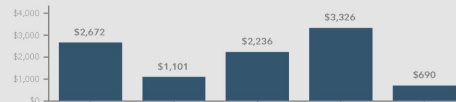
Activities



December 22, 2021



KEY SPENDING FACTS





# PEDIATRIC MANAGEMENT INSTITUTE

HELPING PEDIATRICIANS SUCCEED

## KEY FACTS

255,596

Population

33.6

Median Age

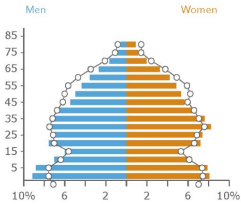


Average Household Size

\$76,779

Median Household Income

## Age Pyramid



The largest group:  
2021 Males Age 5-9

The smallest group:  
2021 Males Age 85+

Dots show comparison to  
Brazoria County

## EMPLOYMENT

White Collar 68%

Blue Collar 21%

Services 11%

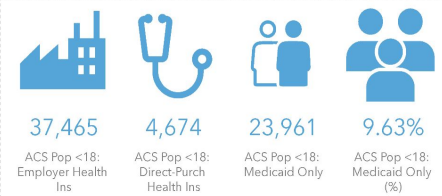


7.5%  
Unemployment Rate

## PEDIATRIC PATIENT POPULATION



## PEDIATRIC PATIENT INSURANCE COVERAGE



## HOUSEHOLD INCOME



## HOUSEHOLD SIZE



## INCOME



## Households By Income

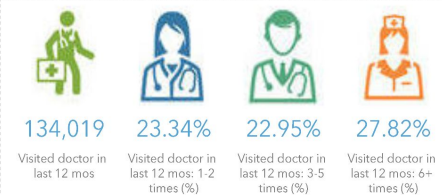
The largest group: \$100,000 - \$149,999 (19.0%)  
The smallest group: <\$15,000 (6.1%)

| Indicator ▲           | Value | Diff  |   |
|-----------------------|-------|-------|---|
| <\$15,000             | 6.1%  | +1.2% |   |
| \$15,000 - \$24,999   | 6.4%  | +0.1% |   |
| \$25,000 - \$34,999   | 7.7%  | +1.3% |   |
| \$35,000 - \$49,999   | 11.0% | +1.6% |   |
| \$50,000 - \$74,999   | 17.5% | -0.1% |   |
| \$75,000 - \$99,999   | 14.1% | -0.7% |   |
| \$100,000 - \$149,999 | 19.0% | -1.5% |   |
| \$150,000 - \$199,999 | 10.1% | +0.8% | 10.1% show deviation from Brazoria County |
| \$200,000+            | 7.9%  | -1.1% |   |

## POPULATION AT RISK

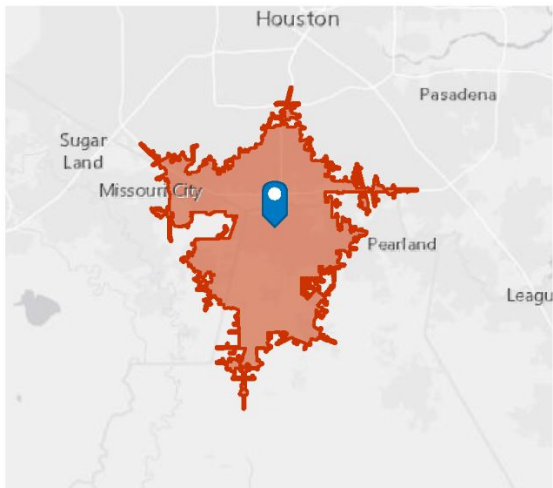


## DOCTOR VISITS



# POPULATION TRENDS AND KEY INDICATORS

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|                |               |                    |             |                         |                   |              |                       |                 |
|----------------|---------------|--------------------|-------------|-------------------------|-------------------|--------------|-----------------------|-----------------|
| <b>255,596</b> | <b>82,750</b> | <b>3.09</b>        | <b>33.6</b> | <b>\$76,779</b>         | <b>\$226,237</b>  | <b>97</b>    | <b>149</b>            | <b>84</b>       |
| Population     | Households    | Avg Size Household | Median Age  | Median Household Income | Median Home Value | Wealth Index | Housing Affordability | Diversity Index |

## MORTGAGE INDICATORS



**\$11,697**

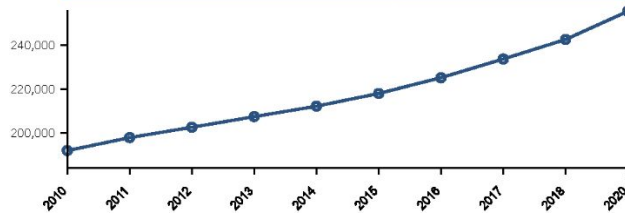
Avg Spent on Mortgage & Basics



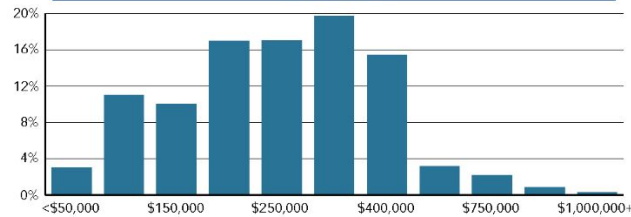
**12.4%**

Percent of Income for Mortgage

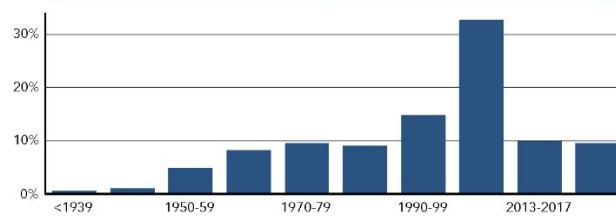
## Historical Trends: Population



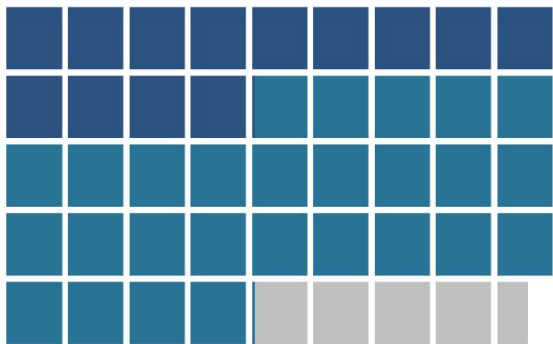
## Home Value



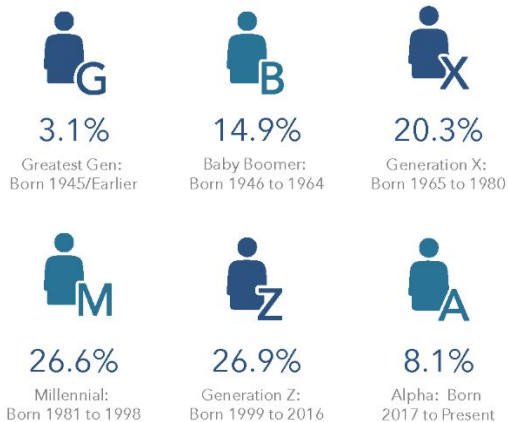
## Housing: Year Built



## POPULATION BY AGE



## POPULATION BY GENERATION



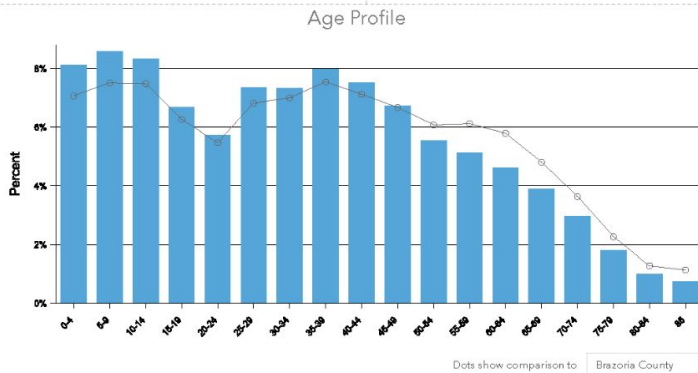
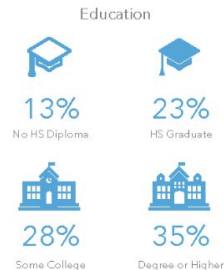


# TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

[learn more...](#)

|                             | Households | HHs %  | % US HHs | Index |
|-----------------------------|------------|--------|----------|-------|
| Affluent Estates (L1)       | 20,135     | 24.33% | 10.00%   | 243   |
| Upscale Avenues (L2)        | 0          | 0.00%  | 5.55%    | 0     |
| Uptown Individuals (L3)     | 140        | 0.17%  | 3.58%    | 4     |
| Family Landscapes (L4)      | 8,240      | 9.96%  | 7.63%    | 131   |
| GenXurban (L5)              | 0          | 0.00%  | 11.26%   | 0     |
| Cozy Country Living (L6)    | 632        | 0.76%  | 12.06%   | 6     |
| Sprouting Explorers (L7)    | 33,026     | 39.91% | 7.20%    | 554   |
| Middle Ground (L8)          | 2,126      | 2.57%  | 10.79%   | 24    |
| Senior Styles (L9)          | 1,317      | 1.59%  | 5.80%    | 27    |
| Rustic Outposts (L10)       | 2,309      | 2.79%  | 8.30%    | 34    |
| Midtown Singles (L11)       | 1,947      | 2.35%  | 6.16%    | 38    |
| Hometown (L12)              | 10,952     | 13.24% | 6.01%    | 220   |
| Next Wave (L13)             | 1,926      | 2.33%  | 3.78%    | 62    |
| Scholars and Patriots (L14) | 0          | 0.00%  | 1.61%    | 0     |

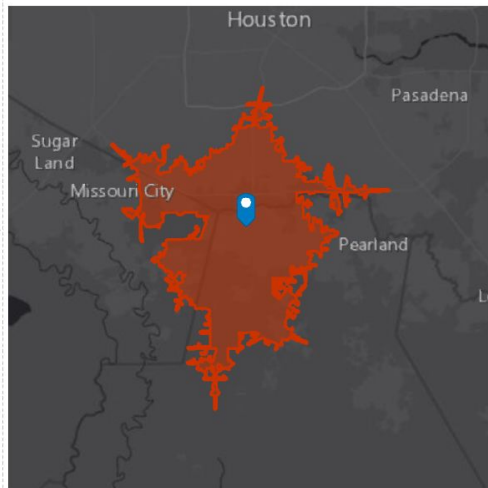


**Households By Income**  
The largest group: \$100,000 - \$149,999 (19.0%)  
The smallest group: <\$15,000 (6.1%)

| Indicator ▲           | Value | Diff  |
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| \$200,000+            | 7.9%  | -1.1% |

Bars show deviation from Brazoria County

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Tapestry Segments

|  |  |                               |
|--|--|-------------------------------|
|  | <b>Boomburbs</b><br>18,489 households              | <b>22.3%</b><br>of Households |
|  | <b>Up and Coming Families</b><br>17,554 households | <b>21.2%</b><br>of Households |
|  | <b>Family Foundations</b><br>8,966 households      | <b>10.8%</b><br>of Households |

This infographic contains data provided by Esri. The vintage of the data is 2021.

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DIATRIC  
NAGEMENT  
TITUTE  
PEDIATRIC SUCCESS

# Education Options

1. Outside presenter comes in
2. Someone from within the group makes presentation
3. Homework prior to the “meeting”
  - Articles
  - Online videos

# Education Topics

|  |                 |
|--|-----------------|
| The Ideal Employee/Provider/Partner                                  | Culture         |
| Practice Alignment   | Culture         |
| Mindset- Board of Directors  | Culture         |
| Mission & Values Of The Practice                                     | Culture         |
| Achieving Alignment In Our Practice                                  | Culture         |
| Role of Consumerism in Pediatric Practices & How We Deliver          | Engagement      |
| Patient Engagement/Experience In Our Practice                        | Engagement      |
| Expanded Services For The Practice                                   | Engagement      |
| Patient Demand Versus Patient Offerings                              | Engagement      |
| Finance 101  | Finance         |
| Review of Supply & Demand (Capacity vs. Needs)                       | Finance         |
| Provider Compensation  | Finance         |
| Partner/Owner Compensation   | Finance         |
| Budget Review & Variance   | Finance         |
| Talent Recruitment & Retention                                       | Human Resources |
| Setting The Culture  | Human Resources |
| Staffing Needs Assessment  | Human Resources |
| Marketing Analysis- Where are our patients & where do we need to be? | Marketing       |
| Hub and Spoke Model?   | Marketing       |
| Marketing & Social Media   | Marketing       |
| Improving Operational Efficiencies                                   | Operations      |
| Billing Department Strategy  | Operations      |
| Responsibility Matrix  | Operations      |
| Maximizing Patient Workflow/Scheduling                               | Operations      |
| EMR/Billing System Roadmap   | Operations      |
| SWOT Analysis  | Strategy        |
| Consensus versus agreement- Which do you prefer?                     | Strategy        |



# Data To Review

## Year over year trends

- Patient Visits
- Sick versus Well
- Patient Panel Age Distribution
- Expenses Over Time
  - Labor
  - Operating Costs

## Market/Demographic Reports

- ESRI/Realtors

## How do we stack up? Compare with industry standards

- Visits per month
- Revenue per encounter
- Volume by payor
- Expenses
  - Labor (Provider & Non-Provider)

Varies greatly by practice depending on information currently reviewed on monthly/quarterly/annual basis.

*Focus on yearly trends*

# Follow Up Items

Clearly Defined Objective

Designate Responsibility

Set Due Date

Set Expectation

# Sample Agenda

## (Part 1- Factor Analysis)

1. Education Topic/Presentation
2. Financial Review
3. Personal Goals
4. Business Goals
5. Service Line Assessment
6. External Scans
  - Industry Trends
  - Competition
  - Economy/Business/Social
7. Internal Scanning
  - SWOT Analysis

# Sample Agenda

## (Part 2- Strategy Analysis)

1. Business Strategies
  - Planning Horizon
  - Direction
2. Enterprise Strategy Development
  - Acceptance of each service by patients
3. Portfolio Analysis
  - What services are in demand?
  - Honestly evaluate whether you have the resources to provide
4. Strategic Fit
  - Does the practice strength allow it to capitalize the opportunity?
5. Leverage the identified competitive advantage
6. Reality Testing
  - Can the practice achieve the business & personal goals?
7. Implementation & Control
  - Who, what, when, & where to meet the objective

# Wait, this is a really big commitment...

Remember that your patients and families of team members are  
relying on you to ensure the future of the practice



## 2022 PMI Pediatric Practice Management Conference Updates

PMI 2022 Conference Quick Links:

[Photo Gallery](#)

[Purchase On-Demand Access](#)

[Conference App Info](#)

[Register for 2023 In Houston](#)

[Strategic Planning Toolkit Coming Soon!](#)



## PMI's SP Toolkit:

1. Checklist of items to prepare before the event
2. List of surveys and research the practice should do to prepare
3. Sample agenda
4. Educational topics to consider
5. Options participants should consider in advance of the event
6. Sample slide decks