



SWOT ANALYSIS

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www.PediatricSupport.com

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Agenda

SWOT Webinar Is Very Short

- What Is SWOT
- How To Use SWOT
- How To Implement Change

Today's Bonus (Lagniappe)

Top 10 Concerns In Pediatric Practices

Past Webinars Recorded

Future Webinars

- The Business Of Vaccines
- Theft-Proofing Your Office
- Determining The Value Of A Pediatric Practice
- When To Hire A New Provider



Come learn from industry experts everything you need to know to manage a successful PEDIATRIC PRACTICE. CME now available for attendees!

Upcoming PMI Webinars

PMI offers several online webinars to help you manage your pediatric practice. All webinars will be conducted online- allowing you and your team to learn the latest information on a variety of topics from finance to human resource management. Sign up below to register today!

Please note that all webinars begin at 12:30 central time.



Effectively Monitoring Your Practice Financials

Learn the practical steps you can take to monitor the financial health of your practice. Attendees of this webinar will learn the most important Key Performance Indicators(KPI's) every practice should be tracking each month as well as tools you can use to quickly calculate and track such information.

[CLICK HERE TO ACCESS RECORDED WEBINAR](#)



True Cost of Billing Department

The financial lifeline of any pediatric practice is the billing department. Find out what you should be looking at to determine the true cost of your billing department and how to decide what to track.

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SWOT Matrix

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Self-awareness is the key to successful SWOT analysis...the discipline of self-reflection provides 90% of the value...

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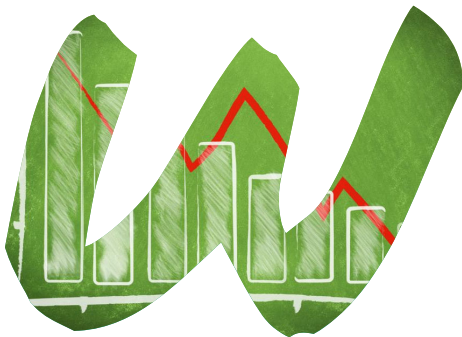
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Strengths

Internal attributes that allow your practice to excel

- Physician Reputation
- Strong Internal Processes (clinical & non-clinical)
- Staff Experience (Life and Professional)
- Office Environment
- Practice Hours (Daily & Weekend)



Weaknesses

Internal attributes that hamper practice success

- Poor Website- Lacks useful information
- Limited number of exam rooms
- Still on paper charts
- Lack of fiscal management / monthly reporting



Opportunities

External activities that can be exploited to benefit practice

- New Location in Growing Area
- Consolidation of Practices
- Competitor closing/retiring
- Hospital buying up other independent practices



Threats

External activities that can derail your practice

- New Competitors
- Relocation/Shuttering of hospital
- Change in Referral Source
 - OB/GYN's
 - PTO Organizations
- Payor Mix Shift/Reimbursement

What Are Your SWOT's?

Strengths:

- _____
- _____
- _____
- _____

Weaknesses:

- _____
- _____
- _____
- _____

Opportunities:

- _____
- _____
- _____
- _____

Threats:

- _____
- _____
- _____
- _____

SWOT Matrix



Developing Solutions / Strategic Planning

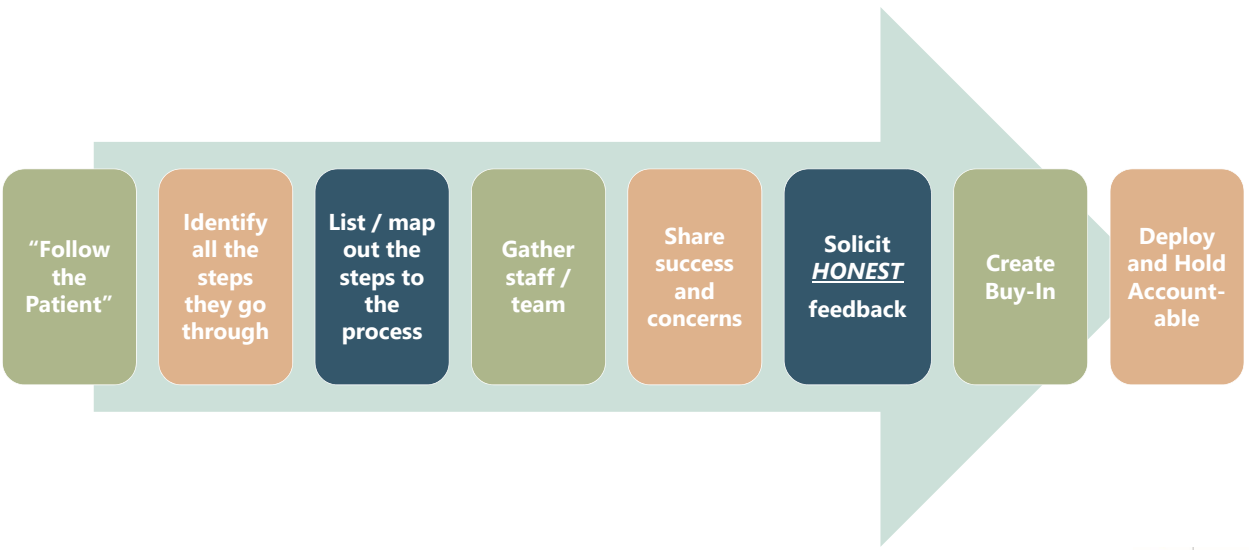


Implementing Necessary Changes



We need to develop a playbook....

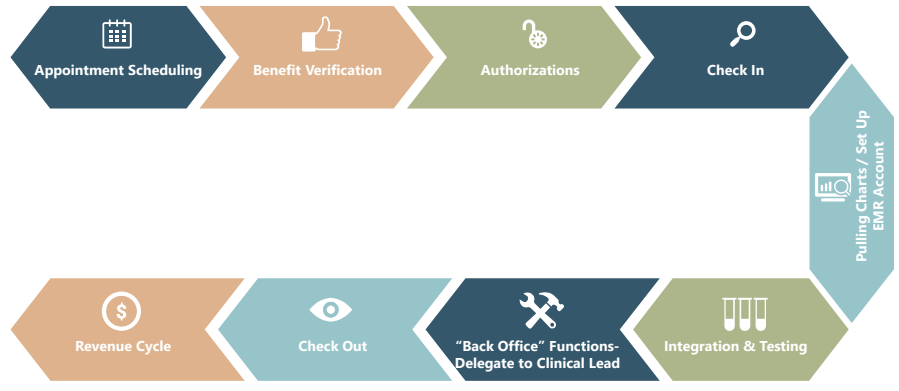
How to Assess Operations & Implement Change?



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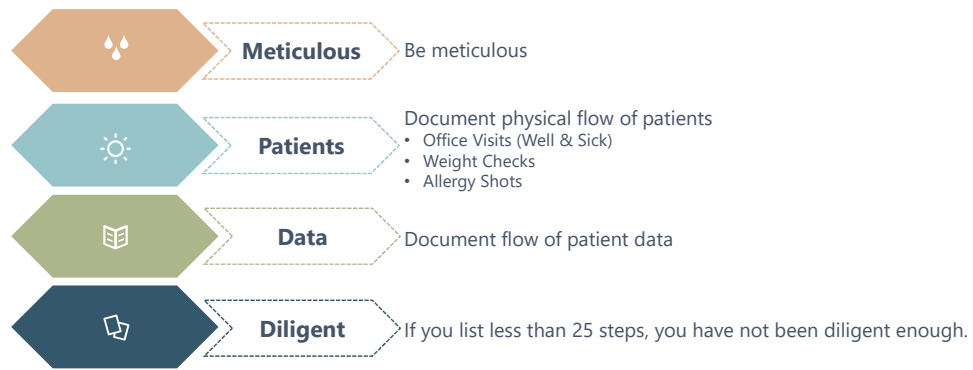
Follow the Patient



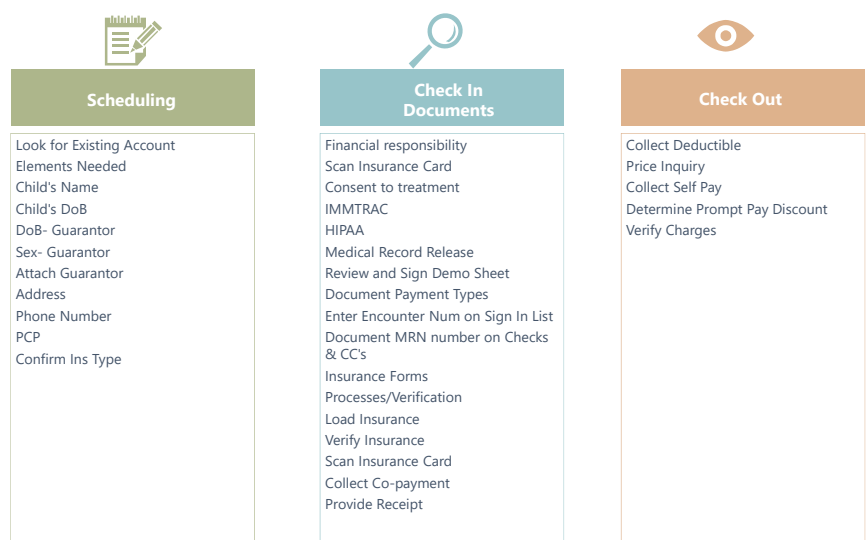
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Identify all the steps they go through

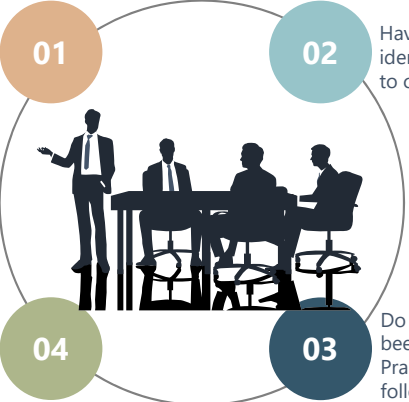


List / map out the steps to the process



Gather Staff / Team

Purpose of the meeting is to share with everyone missing pieces in the documented work flow.



02 Have them buy into the idea that identifying the sole effective way to complete a task is necessary.

04 Being on a team means supporting the team's efforts

03 Do not proceed until agreement has been reached on finding the "Best Practice" and that everyone will follow the plan.

Share Success and Concerns



Go through the list / map and develop a scenario for the group to discuss. Solicit feedback from the team to ascertain the most effective way to complete a task.



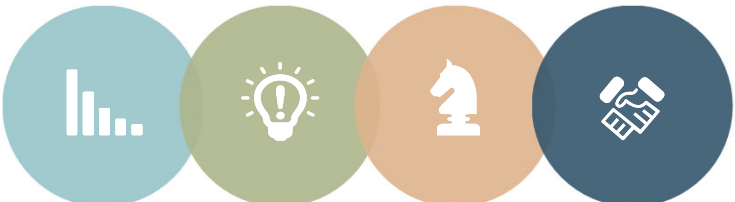
Repeat the cycle until all the steps have been reviewed.

Solicit **HONEST** feedback

- 01 This will take more than one meeting. Plan for several meetings.
- 02 Consider involving key stakeholders early in the process (before the meeting).



Create Buy-In



Without Buy-In, your efforts will surely fail.

It is Leadership's responsibility to know best how to tap into each employee's potential / concerns.

This can be challenging, but essential in today's environment.

Physicians do this everyday in voluntary relationships with patients. You should be able to do so with staff.

Deploy and Hold Accountable



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Upcoming Webinars

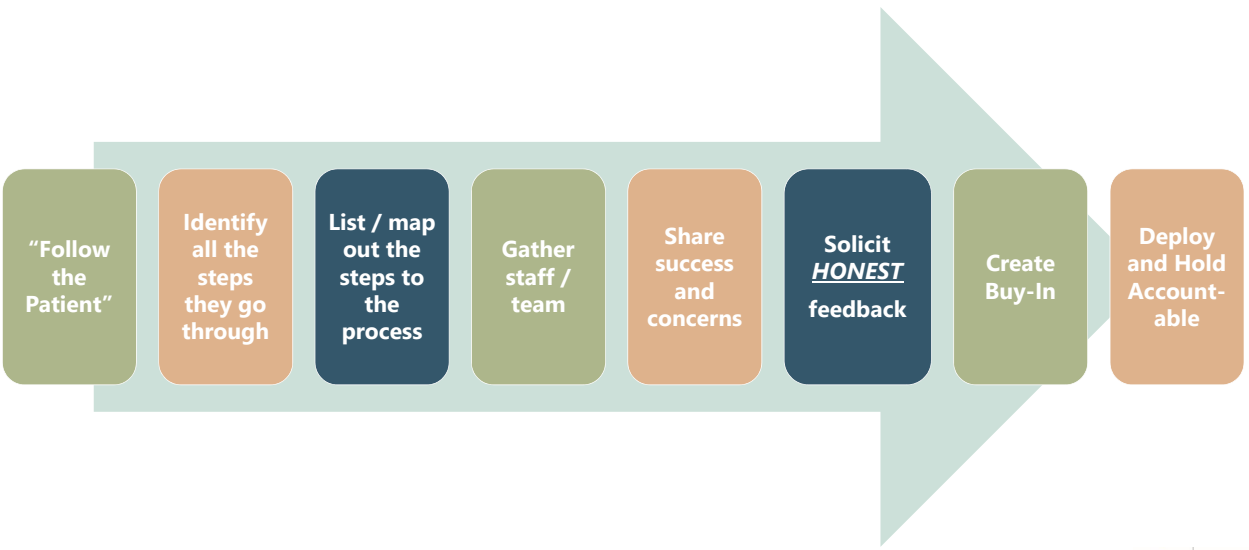
- The Business Of Vaccines *Tuesday July 9th*
- Theft-Proofing Your Office *Tuesday August 6th*
- Determining The Value Of A Pediatric Practice *Tuesday August 20th*
- When To Hire A New Provider *Tuesday September 17*

<https://www.pediatricsupport.com/webinars>

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How to Assess Operations & Implement Change?



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la·gniappe

/,lan'yap/

noun NORTH AMERICAN

noun: **lagniappe**; plural noun: **lagniappes**

something given as a bonus or extra gift.

Origin

SPANISH

LOUISIANA FRENCH

la ñapa → lagniappe

Louisiana French, from Spanish *la ñapa*.

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• Top 10 Concerns In Pediatric Practices....



10- Practice Valuation

- Everyone will be bought out
 - Death
 - Disability
 - Retirement
 - Divorce
- Set Price In Advance
 - Less Emotional
- Systematic Formula
 - Update Annually
- Plan for the Future

Acme Pediatrics Practice Valuation
As of December 31, 2017

Part A			
Total Revenue	\$ 10,699,790		Actual Jan. 1, 2017 - Dec. 31, 2017
Total Expenses	\$ 10,618,296		Actual Jan. 1, 2017 - Dec. 31, 2017
Margin	\$ 281,493		Total Revenue (-) Total CoGs (-) Total Expenses
Partner 1 Earnings	\$ 155,922		Actual Jan. 1, 2017 - Dec. 31, 2017
Partner 2 Earnings	\$ 220,519		Actual Jan. 1, 2017 - Dec. 31, 2017
Partner 3 Earnings	\$ 201,812		Actual Jan. 1, 2017 - Dec. 31, 2017
Partner 4 Earnings	\$ 213,746		Actual Jan. 1, 2017 - Dec. 31, 2017
Shareholder Compensation Total	\$ 792,000		Allocated Shareholder Expense & Salary
Shareholder Total Earnings	\$ 1,073,493		Shareholder Earnings + Practice Net Profit
Number Shareholders	4.00		
Ave Shareholder	\$ 268,373		Shareholder Total Earnings (/) Number of Shareholders
Employed Physician Average Salary	\$ 180,000		National average
Variance	\$ 88,373		Estimated benefit of owning the practice
Multiple	1.50		
Individual Value	\$ 132,560		
Total Part A Value	\$ 530,240		
Part B			
Item	Amount	Effect	Note
Cash on Hand	\$ 300,298	Increase	Actual cash balance
Current Liabilities	\$ (274,440)	Decrease	Actual listed balance
Long Term Liabilities	\$ (725,452)	Decrease	Actual listed balance
Vaccine Inventory	\$ 174,625	Increase	2017 Vaccine expense divided by 12
Equipment & Furniture Value (Estimate)	\$ 943,993	Increase	35% of total Fixed Assets listed on Balance Sheet
Collectible Accounts Receivable (Estimate)	\$ 422,857	Increase	Gross Collection Rate X Total A/R Balance as of 12/31/2017
Part B Total	\$ 841,880		
Estimated Practice Valuation (Part A plus Part B)		\$ 1,372,120	
Per Shareholder Amount (5):		\$ 343,030.10	



9- Triage Documentation

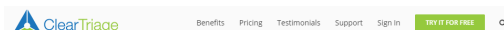
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- Normally Handled by RN's
- Document in EMR
- Protocols
 - Barton Schmitt is gold standard
- Options
 - Experience
 - Training
 - Guides
 - Book
 - ClearTriage.com

<https://www.cleartrriage.com/why-telephone-triage/>



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Does Offering Telephone Triage Make Business Sense?

In this conversation with Paul D. Vanchiere, MBA of Pediatric Management Institute, we explore the financial implications of practices and clinics offering nurse telephone triage.



ClearTriage: It's exciting to be able to talk with you today about telephone triage from a practice management perspective! So far in our blog articles we've interviewed nurses and other clinical staff about triage, but you have a unique perspective with your practice management background. Before we jump into your thoughts about telephone triage, could you share your story with our readers?

Paul: Well, I grew up in a medical practice that was run by my father and I literally spent my summers working in a medical office. After graduating from college, I worked for my father helping him to grow from eight pediatricians in three locations to eighteen providers in eight locations in just a few years. During that time I really sank my teeth into the operational and financial issues of the business.

After that worked with a couple of other specialties including a pathology laboratory and a group of cardiothoracic surgeons, then I oversaw collections for a third party network. But my first love has always been pediatrics and so I ended up at Texas Children's Hospital managing a practice. From there I transitioned to the corporate office and worked with issues related to physician compensation. While doing this, I discovered that there is a great need for independent practices to have someone who understands the business of medicine as well as the realities of being an independent physician, finding ways to help them remain competitive. That's why I formed Pediatric Management Institute five years ago.

ClearTriage: You really have a wide background in running a practice, both within pediatrics and also other specialties. Let's jump right in with the big question: **From a business perspective, why should a pediatric practice offer nurse telephone triage?**



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8-Bad Website

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- Think about target audience
- Positive Image?
- Compare to:
 - Competition
 - OB/GYN's
 - Hospitals
- Specialized Field
 - Layout
 - What Parents Are Looking For
 - SEO



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7- Check Vaccine Pricing

- Vaccines are largest non-payroll expense
- Prices Change Every Year (Multiple Times Per Year)
- Make Sure Your Are Checking Each Year

Brandname/ Tradenname	Manufacturer	Packaging	CPT Code	Dose	Private		Annual Units	GPO 1		GPO 2	
					CDC Cost/ Dose	Sector Cost/ Dose		Unit Cost	Total Cost	Unit Cost	Total Cost
Havrix	GlaxoSmithKline	10 pack - 1 dose T-L syringes. No Needle	90633	\$ 16.15	\$ 28.74	2,590	\$ 26.79	\$ 69,386	\$ 28.11	\$ 72,805	
Gardasil	Merck	10 pack - 1 dose vials	90649	\$ 113.54	\$ 147.01	922	\$ 142.59	\$ 131,472	\$ 148.85	\$ 137,243	
RotaTeq	Merck	25 pack - 1 dose 2mL tubes	90680	\$ 63.96	\$ 75.20	2,876	\$ 72.95	\$ 209,795	\$ 76.15	\$ 219,004	
Kinrix	GlaxoSmithKline	10 pack - 1 dose T-L syringes	90696	\$ 38.50	\$ 48.00	357	\$ 46.56	\$ 16,622	\$ 48.60	\$ 17,352	
Pentacel	Sanofi Pasteur	5 pack - 1 dose vials	90698	\$ 52.43	\$ 83.50	3,981	\$ 81.00	\$ 322,441	\$ 78.00	\$ 310,518	
Infanrix	GlaxoSmithKline	10 pack - 1 dose T-L syringes. No Needle	90700	\$ 15.76	\$ 21.44	663	\$ 20.80	\$ 13,788	\$ 21.71	\$ 14,394	
M-M-R-II	Merck	10 pack - 1 dose vials	90707	\$ 19.91	\$ 59.91	483	\$ 58.11	\$ 28,069	\$ 60.66	\$ 29,301	
ProQuad	Merck	10 pack - 1 dose vials	90710	\$ 103.16	\$ 168.47	1,604	\$ 163.41	\$ 262,118	\$ 170.59	\$ 273,623	
IPOL	Sanofi Pasteur	10 dose vial	90713	\$ 12.46	\$ 28.77	644	\$ 27.91	\$ 17,972	\$ 29.13	\$ 18,761	
Tenivac	Sanofi Pasteur	10 pack - 1 dose syringes	90714	\$ 17.69	\$ 24.22	479	\$ 23.49	\$ 11,253	\$ 24.52	\$ 11,747	
Adacel	Sanofi Pasteur	5 pack - 1 dose BD Leur-Lok syringes	90715	\$ 30.25	\$ 41.06	775	\$ 39.83	\$ 30,867	\$ 41.58	\$ 32,222	
Varivax	Merck	10 pack - 1 dose vials	90716	\$ 78.34	\$ 100.68	465	\$ 97.66	\$ 45,411	\$ 101.94	\$ 47,404	
Menactra	Sanofi Pasteur	5 pack - 1 dose vial	90734	\$ 82.12	\$ 112.93	1,295	\$ 109.54	\$ 141,857	\$ 114.35	\$ 148,084	
Recombivax	Merck	10 pack - 1 dose vials	90746	\$ 11.00	\$ 23.20	250	\$ 22.51	\$ 5,627	\$ 23.50	\$ 5,874	
								\$ 1,306,679	\$ 1,338,332		

Variance (\$): \$ 31,652.97
 Variance (%): 2.42%



6- Employee Bonuses

- Maximize the Opportunity
- Set Goals
 - Percent of Well/Sick Visits
 - Patient Satisfaction Levels
 - Portal Utilization
 - Asthmatic/Obese/Special Condition Check Up Compliance
- Easily Reportable
- Share Results Monthly With Employees
- Bank 1.15 hours per employee per payroll period
 - 30 hours / 26 Pay Periods

Employee Annual Bonus Calculation

	Hours	Goal	Actual	Hours
Well Check Percentage	10	65.00%	63.00%	0
Portal Utilization	10	35.00%	37.00%	10
Patient Satisfaction	10	90.00%	91.00%	10

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 Base Employee Rate: \$ 13.75
 Bonus: \$ 275.00



5- Security Issues

- PCI / HIPAA Security Scans
- Annual Training (and Documentation)
- Decommission Logs
 - PC's
 - Copiers
- Business Associate Agreements

The screenshot shows the Pediatric Management Institute website. A navigation menu is open, with 'Videos' circled in red. The dropdown menu lists various video topics, including 'KIDS Customer Service For Pediatrics', 'Scheduling to Maximize Productivity', 'Determining Provider Pay', 'What can we learn from FedEx & UPS?', 'Monitoring Your Practice Financials', 'Effective Interviews', 'The True Cost Of Your Billing Department', 'Setting Up Accounts Payable Workflows', 'What can we learn from a gas station?', 'Number One Ingredient', 'What can we learn from fast food?', 'Why patient complaints are a good thing', 'The biggest failure in a practice.', 'Budgeting for Pediatric Practices', 'The Analytics Behind Your Website', 'Monitoring Your Financial Health', 'Transforming The Pediatric Practice', 'Staying (Reasonably) Independent', 'HIPAA Compliance for Pediatric Practices' (circled in red), 'Lease Versus Purchase Analysis', 'Tips to Running A Successful Practice', 'The Business of Vaccines', and 'What Every Resident Needs To Know'. A sidebar on the right features a 'Need to figure out how much your practice is worth?' section with a magnifying glass icon and a 'Find Out More' button.

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4- Who's On First?

- Set Expectations of All Partners and Leadership Team
- Hold Accountable
- Mitigate Operational Issues When Issues Arise
- Not Fair For One Person To Carry The Burden

Sample Practice Responsibility Matrix

Responsibility	Partner 1	Partner 2	Marketing / HR	Practice Manager	Front Office Staff	Clinical Staff
1 Collections				1		
2 Practice Manager Mentoring	1					
3 Accounting Liason	1					
4 Legal Liason (Corporate)	1					
5 Banking Liason				1		
6 Credit Card Services				1		
7 M/C Contract Analysis				1		
8 Physician Vacation Schedule			1			
9 Physician Call Schedule			1			
10 Job Descriptions			1			
11 Employee Discipline			1			
12 KCB-10				1		
13 Retirement Plan	1					
14 EMR / PM Contact				1		
15 Network Issues	1					
16 Credentialing			1			
17 Local & State Licensures			1			
18 Insurance-Malpractice		1				
19 Landlord Issues	1					
20 Lab/CLIA		1				
21 Radiology		1				
22 Marketing			1			
23 Corporate Compliance	1					
24 HIPAA		1				
25 Billing Dept				1		
26 HR			1			
27 OSHA			1			
28 CLIA		1				
29 Hospital Relations	1					
30 Signing Checks- Vendors	1					
31 HR Salary Review- Overtime Report	1					
32 Billing Issues				1		
33 EMR Issues	1					
34 Pharm Repts		1				
35 Managing Partner	1					
36 Patient Complaints			1			
37 Peer Review		1				
38 EoB Review				1		
39 Newborn Instruction Sheets			1			
40 School Nurse Liason			1			
41 Parent Education			1			
42 Lactation Support			1			
43 Insurance- General Liability			1			
44 Insurance- Worker's Comp			1			
45 Asthma Action Plans		1				
46 Obesity Action Plans		1				
47 Checkup Packets		1				

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3- Customer Service

- Hiring the Right People
- Supporting the Team
- Setting Reasonable Expectations
- Holding Employees Accountable
- What Is Your Value Proposition?

If check ups were not required for Kindergarten, what percent of five-year old children would get check ups?

The screenshot shows the Pediatric Management Institute website. The 'Videos' menu item is circled in red, and a dropdown menu is open, listing various video topics. The first item, 'KIDS Customer Service For Pediatric', is highlighted. Below the menu, there is a video player with the title 'KIDS Customer Service' and a description: 'Join PMI founder, Paul Vanchiere, as he shares his insights on how to provide the best customer service to your patients.' The website footer includes the URL 'www.Pe'.

2- Scheduling

- Same Number Of Check Ups On Monday As Thursday
- Productivity Drives "The Pot"
 - Private Practice
 - Employed by Hospital
- Identify Those Not Having Check Up In Past Year
 - MCO Lists
 - Medicaid Lists
 - Billing System
- Schedule Controls the Flow...Need to Keep It Organized/Structured

Provider Scheduling Guide

Physician Name: _____ As of: ___/___/___



1	Are you accepting new patients?	
2	If not accepting new patients, will you see new siblings of existing patients?	
3	Will you take a returning patient? (i.e. they moved away and then back to town)	
4	Will you allow immunizations for a new patient that has not been seen.	
5	What is the maximum age of new patients you are willing to accept?	
6	At what age must a patient of the same sex move to another provider?	
7	At what age must a patient of the opposite sex move to another provider?	
8	What is the maximum age of a sibling of an existing patient you are willing to accept?	
9	What time do you prefer new patients?	
10	What time do you want to see newborns?	
11	What time do you want prenatal appointments scheduled?	
12	What time do you want non-ADHD conferences scheduled?	
13	If a patient transfers physicians within the practice, do you require a Well Child check?	
14	Will this child be booked as a new patient or considered another regular Well Child visit?	
15	What is the maximum number of new patients per day?	
16	If you are scheduled for a New Patient Check Up and a new patient calls in sick before their first visit, will you see them?	
17	Will you allow a double New Patient Well Check?	
18	How much time should be allowed for a double New Patient Well Check?	
19	Do you require a recent Well Child visit before allowing the patient to come in for nurse shots?	
20	How recent must that Well Child visit be?	
21	If there is a sick patient who is not with the practice, but is scheduled for a future initial visit with you, will you see them?	
22	If there is a newborn visit slot open 24 hours in advance, will you allow us to fill it with someone on the waiting list?	
23	If there is a newborn visit slot open 48 hours in advance, will you allow us to fill it with a check up ?	
24	If a check up is put in the newborn slot, do we have to stay below the check up limit?	
25	Will you allow a sick visit at the same time as a newborn visit at 9:00?	
26	Will you allow a sick visit at the same time as a newborn visit at 1:30?	

iatricS

Provider Scheduling Guide

27	How many check ups do you want in the mornings ?	
28	What are the times you want the morning check ups?	
29	How many check ups do you want in the afternoons ?	
30	What are the times you want the afternoon check ups?	
31	What time do you want twin and triplet Well Check scheduled?	
32	How much time do you want allocated for the twins ?	
33	How much time do you want allocated for the triplets ?	
34	When do you prefer to have your conferences?	
35	For ADHD Conference, do you want to complete the initial assessment or have another provider complete it?	
36	If another provider, who do you prefer?	
37	If you will complete the assessment, how much time do you need?	
38	What is the maximum number of ADHD conferences you will see in a day?	
39	For a medication check on an existing ADHD patient, do you want that in a Sick or Well Child slot?	
40	For ADHD Conference, do you want the appointment before or after the consultation?	
41	Is the Conner Scale acceptable to schedule an appointment?	
42	What time do you want the medication check appointments?	
43	Will you do ear piercing ?	
44	Will you do ear piercing for other physicians within the group?	
45	Will you treat/excise ingrown toenails?	
46	Will you do wart removals in the office?	
47	Will you allow appointments for Saturday to be scheduled in advance?	
48	Will you allow Check Ups for Saturday to be scheduled in advance?	
49	If patient calls and is running late, how late can they be, in minutes, before we tell them they need to reschedule a check up ?	
50	If patient calls and is running late, how late can they be, in minutes, before we tell them they need to reschedule a sick visit ?	
51	If a patient shows up late for their appointment, how many minutes need to pass before we tell them to reschedule their check up ?	
52	If a patient shows up late for their appointment, how many minutes need to pass before we tell them to reschedule their sick visit ?	
53	If your newborn slots are full for the week, what time do you want the additional newborns seen?	
54	How much time do you want allocated for double checkups?	
55	For existing patients, what age do you require they transfer to a physician of the opposite sex?	

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Sample Pediatric Scheduling Reference

	Physician 1	Physician 2	Physician 3	Physician 4
1	Are you accepting new patients?	Yes	No- Newborns only	Yes
2	If not accepting new patients, will you see new siblings of existing patients?	Yes	Yes	Yes
3	Will you take a returning patient? (i.e. they moved away and then back to town)	Yes	Yes	Yes
4	Will you allow immunizations for a new patient that has not been seen.	Yes, if they are healthy	Yes, if they are healthy	No
5	What is the maximum age of new patients you are willing to accept?	14 Years Old	Newborns Only	18 Years Old
6	At what age must a patient of the same sex move to another provider?	18 Years Old	18 Years Old	22 Years Old
7	At what age must a patient of the opposite sex move to another provider?	18 Years Old	18 Years Old	22 Years Old
8	What is the maximum age of a sibling of an existing patient you are willing to accept?	up to 18 years old	17 Years Old	18 Years Old
9	What time do you prefer new patients?	First or last time slot in am or pm	11:30 assuming no appointments after 11:30	End of Morning or end of afternoon
10	What time do you want to see newborns?	9:00 & 1:30	9:00 & 1:30	9:00 & 1:30
11	What time do you want prenatal appointments scheduled?	1:15PM or 1:30PM	0:55/093333	1:30PM
12	What time do you want non-ADHD conferences scheduled?	4:30PM	12:00 (Noon)	4:30PM
13	If a patient transfers physicians within the practice, do you require a Well Child check?	No, unless been longer than a year	No	Only if they are due
14	Will this child be booked as a new patient or considered another regular Well Child visit?	Regular Well Child Visit	Well Child Visit	Regular Visit
15	What is the maximum number of new patients per day?	2 per day	1 Per Day- Newborn Only	N/A

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Home PMI Conference Services Calculators **Videos** Leadership Tips Articles Webinars Contact PMI More

KIDS Customer Service For Pediatrics
Scheduling to Maximize Productivity
 Determining Provider Pay
 What can we learn from FedEx & UPS?
 Monitoring Your Practice Financials
 Effective Interviews
 The True Cost Of Your Billing Department
 Setting Up Accounts Payable Workflows
 What can we learn from a gas station?
 Number One Ingredient
 What can we learn from fast food?
 Why patient complaints are a good thing
 The biggest failure in a practice.
 Budgeting for Pediatric Practices
 The Analytics Behind Your Website
 Monitoring Your Financial Health
 Transforming The Pediatric Practice
 Staying (Reasonably) Independent
 HIPAA Compliance for Pediatric Practices
 Lease Versus Purchase Analysis
 Tips to Running A Successful Practice
 The Business of Vaccines
 What Every Resident Needs To Know

Want a business intelligence solution built exclusively for Pediatrics?
 Check out IntelliTraQ from PMI
 LEARN MORE



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1-Monitoring Your Financial Health

The screenshot shows the Pediatric Management Institute website. At the top left is the logo and name. A navigation bar includes links for Home, PMI Conference, Services, Calculators, Videos (circled in red), Leadership Tips, Articles, Webinars, Contact PMI, and More. A search bar is on the right. A dropdown menu is open under 'Videos', listing various topics. 'Monitoring Your Practice Financials' is circled in red. Other items in the dropdown include 'KIDS Customer Service For Pediatrics', 'Scheduling to Maximize Productivity', 'Determining Provider Pay', 'What can we learn from FedEx & UPS?', 'Effective Interviews', 'The True Cost Of Your Billing Department', 'Setting Up Accounts Payable Workflows', 'What can we learn from a gas station?', 'Number One Ingredient', 'What can we learn from fast food?', 'Why patient complaints are a good thing', 'The biggest failure in a practice.', 'Budgeting for Pediatric Practices', 'The Analytics Behind Your Website', 'Monitoring Your Financial Health', 'Transforming The Pediatric Practice', 'Staying (Reasonably) Independent', 'HIPAA Compliance for Pediatric Practices', 'Lease Versus Purchase Analysis', 'Tips to Running A Successful Practice', 'The Business of Vaccines', and 'What Every Resident Needs To Know'. On the right side of the page, there is a promotional banner for 'IntelliTraq' with a 'LEARN MORE' button. The Pediatric Management Institute logo is also present in the bottom right corner of the page.