Making SMART choices in the management of private practice

Dr Hlombe Makuluma

SAMA Conference 2016
Universal Access to Healthcare
What Does it take to change?

QUOTE OF THE DAY:
“Don’t cling to a mistake just because you spent a lot of time making it.”

- Unknown
Cost shock for medical scheme members in 2017

Personal Finance / 24 September 2016, 07:35

Laura du Preez

Medical scheme members should brace themselves for double-digit increases in contributions, as well as benefit cuts, next year, announcements by two large medical schemes this week indicate.

#medicalaidsmustfall

Updated 02 June 2016

Revealed: Discovery Health's top fraudulent medical aid claims

Doctors providing fraudulent sick notes to members and then claiming for a consultation is just one of the scams uncovered by Discovery Health, CEO Dr Jonathan Broomberg tells Health24.
Opportunity for change is now.

Making Primary Care & Primary Health Physician Great Again

Figure 27: Total healthcare benefits paid 2005 – 2014: (2014 prices*)
How Do You Change?

Be an Eagle

When clouds gather, the eagle gets excited, the eagle uses the storms wind to lift itself higher. Once it finds the wind of the storm, the eagle uses the raging storm to lift itself above the clouds.

Or
How Do You Become an Eagle?

Focus

- Adjust your mindset
- Think positively about money
- Have a clearly written down plan and goal
- Be financially literate
- Take action
- Do not blindly trust the experts

Eagles have the ability to focus on something as far as 5km away. No matter the obstacles, the eagle will not move his focus from the prey until he grabs it.
What Action Steps to take?

Structure Your Practice for purpose

Property

Equipment

Staff
What Action Steps to take?

Create systems through which your business operate

Tools
- Infrastructure
- Equipment
- Personnel
- Policies
- Procedures

Consistency of care
- Treatment Protocols
- Proactive Protocols
  - Prevention
  - Promotion
  - Care coordination

Considerations
- Who is the patient
- Needs of the patient
- Health vs Healthcare
What Action Steps to take?

Be on top of your game as a practitioner from a technical point of view.

Keep the finger on the financial pulse of the practice. Track your plan at least once every second week.
What Action Steps to take?

Create a strong Brand and Be unique
What Action Steps to take?

Structure the Practice for Success

- Reduce bad debt
- Correct Billing
- Understand what your patients want (Surveys)
- Health promotion and health prevention (Scheduling)
What Action Steps to take?

Hunt in a pack

TOGETHER
WE BARGAIN

DIVIDED
WE BEG

MANAGER
SUPERVISOR
ADMIN OFFICE
EVEN MEETINGS
SECRETARY
WORK EXPERIENCE
MANAGE
RECORDS
ACHIEVE
CONFERENCE

MANAGE
RECORDS
ACHIEVE
CONFERENCE

BUSINESS ADMINISTRATION

INNOVATE
CONFERENCE
PERFORMANCE
SYSTEMS
QUALITY
CUSTOMER SERVICE

PEOPLE LEADER
GRADUATE
ACBC.NSW.EU.DU.AU

SAMA ANNUAL CONFERENCE 2016 | UNIVERSAL ACCESS TO HEALTHCARE | SANDTON CONVENTION CENTRE | 21-23 OCTOBER 2016
What Action Steps to take?

Considerations for the Future

Para. 158: PHC will be the heart-beat of NHI. The PHC services include health promotion, disease prevention, curative services, rehabilitation and palliative services.

Para. 159: …multidisciplinary and networks of practices in the private sector will form part of the first level of contact.

Your Practice

PHC Focus: Health Education, Promotion & Prevention

Practice Structure: Multi-disciplinary services working together
It is your Vision therefore DECIDE

“Deciding what not to do is as important as deciding what to do.”

- Steve Jobs

"Knowing what to do and not doing it is the same as not knowing what to do."

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