

Confidential Practice Analysis

Presented by

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A message from Dr. Farabaugh



- Began practice in 1982
- 27 years experience
- Past President OSCA
- Malpractice consultant for NCMIC
- Founder of Chiropractic Bootcamp Seminars
- Vice Chairman of CCGPP
- Vast Work Comp and PI, clinical, and business experience.

Basic Premise

- Hiring a typical practice manager/consultant/management company costs typically around \$995/month or \$12,000/year.
- Throw in the 4-6 seminars/meetings, spending even more on plane fair, hotels, transportation, food, extra purchases, etc., a typical DC spends \$20,000-\$30,000 per year for a practice consultant.

Basic Premise

- As a result, only about 1% of our profession can afford a practice consultant.
- **My theory** however is that most of us just need a little help and short term steerage to get back on track.
- 99% of our profession needs temporary steerage and guidance at a much lower and reasonable fee. That's where we come in!!

May I present.....

***The Confidential
Chiropractic Practice
Analysis ©***

The Practice Analysis Includes.....

- 1. *Chiropractic Business and Physician Self Assessment Questionnaire:*** Initially you will be asked to complete a 200-question questionnaire , with each question worth 5 points, for 1000 possible points, separated into 22 sections representing each important office business systems/issues.
2. This test alone will provide you a visual and numeric snapshot of your practice helping you quickly determine areas of strengths and weaknesses.

The Confidential Chiropractic Practice Analysis © ***is divided into four parts:***

- 1. Your Homework:** After the Non-Disclosure Statement and Work Agreements are signed, you'll be asked to gather some information for analysis (stats, transaction reports, etc.) and complete the ***Chiropractic Business and Physician Self Assessment Questionnaire***
- 2. Initial visit** to your office where I will spend approximately 2-6 hours interviewing your staff and reviewing your procedures, if possible even monitoring patient flow.
- 3. My homework:** After analyzing your practice I will spend the next week preparing a thorough report of my findings including recommendations. The report will be detailed and presented in a three ring binder, along with a PowerPoint presentation.
- 4. Follow-up meeting:** We will meet a 2nd time to review the ***PowerPoint presentation*** and ***Confidential Report***.

Practice Analysis also includes analysis of the ***Top seven systems***

1. Leadership
2. Business organization/operation
3. Money/Budget
4. Marketing
5. Patient Generation
6. Patient Conversion
7. Patient Fulfillment/services

The Practice Analysis also includes...

8. Self Assessment Score
9. Pictures of Office
10. Pictures of Staff
11. Sensory Analysis
12. Personality Test
13. Doctor Interviews
14. Staff Interviews

And...

15. 1st Visit procedure review
16. 2nd Visit procedure review
17. Case Management protocols
18. Inter-professional communications
19. Work Comp
20. PI
21. Medicare
22. Documentation

And...

- 23. Coding
- 24. Cash Handling
- 25. Credit
- 26. Financial-Basic Business Principles
- 27. Financial Overview
- 28. Employee Training
- 29. Primary/Secondary Billing

And.....

- 30. Inventory Control
- 31. Accounts payable
- 32. Payroll
- 33. Professional Responsibilities/DC Code of Responsibility
- 30. Marketing/Technology/Website
- 31. Time Management
- 32. Administration

We finish with...

- General observations
- 12 month planning calendar
- Action Steps

So what's the fee?

- As opposed to practice managers who charge \$12,000+ per year, with an additional \$5,000-\$10,000 being spent on practice consulting seminars and other products, our fees are only:
 - \$1500 to get started.
 - \$1500 due at the time the report is presented.

A real life example...

- Dr. O: after complete analysis of his practice, we recommended many changes. However we calculated that if just the main four recommendations are implemented he will realize approximately a **\$58,000 increase** in profitability with his EXISTING patient base.
- Assuming his practice grows as anticipated, the initial impact will likely be even greater.
- **Clearly worth an investment of \$3,000!**

So, what's next?

- If after review of this presentation you want to move forward, just send me an email, chironf@aol.com, indicating your desire to do so, or call me at 614-898-0787.
- I'll send you the **Non-Disclosure Statement** and **Work Agreements**. Once signed and returned, and the initial fee is paid, I'll send you the **Chiropractic Business and Physician Self Assessment Questionnaire** and checklist of stats and reports I need to begin my analysis. We will also schedule your first visit.

Thank you for reviewing this
presentation.

I wish you the best of luck whether you
utilize this service or not. If you have
any questions, don't hesitate to give me
a call at 614-898-0787.