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Is Your Practice Ready? Preparing for Growth in 2025



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Introduction

Running a successful primary care practice involves balancing quality patient care with the complexities of business operations. For insurance-taking practices, you face an even more intricate balancing act as you navigate new reimbursement models, administrative burdens, and patient volume demands. This checklist is designed to serve as a practical guide for your established primary care practice to grow effectively. It addresses the unique challenges of insurance-based operations while offering actionable steps to help you enhance growth, streamline processes, and improve patient outcomes.

Growing your practice isn't just about expansion—it's about creating opportunities for better care, operational efficiencies, and long-term sustainability. Growth necessitates that you leverage economies of scale to maximize resources like advanced technology, skilled staff, and enhanced facilities or equipment efficiently. These investments translate into improved patient care and greater revenue. For insurance-taking practices, growing means navigating a competitive landscape while capitalizing on opportunities for operational efficiency and expanded services. This checklist is your essential resource for understanding how to grow strategically, ensuring your practice thrives in today's dynamic healthcare environment.

1. Assessing Your Readiness for Growth



EVALUATE CURRENT OPERATIONS:

- [ ] Review patient volume and appointment availability.
- [ ] Assess clinician workload and capacity to determine if your team can handle increased patient flow.
- [ ] Consider whether you have enough physical space to accommodate additional patients, clinicians, or services.
- [ ] Assess whether additional or advanced equipment is necessary to meet the needs of your patient population.

IDENTIFY GROWTH POTENTIAL:

- [ ] Conduct a demographic analysis of your patient base to identify underserved populations or areas of opportunity.
- [ ] Measure patient demand for services, including potential gaps in your current offerings.
- [ ] Review existing insurance contracts for opportunities to negotiate better terms or expand coverage options.

FINANCIAL HEALTH CHECK:

- [ ] Analyze revenue streams and reimbursements to ensure your income sources are stable and diversified.
- [ ] Review your billing metrics like clean claim rate, days in AR, and net collection rate to ensure they are in line with industry standards.
- [ ] Evaluate profitability by service type to identify areas that can support growth or require optimization.
- [ ] Assess whether your financial position is strong enough to take on additional risks associated with expansion.



2. Optimizing Operational Efficiency

STREAMLINE ADMINISTRATIVE WORKFLOWS:

- [ ] Simplify administrative workflows by finding an easy to use, unified EHR, scheduling, and billing solution.
- [ ] Automate important but routine tasks such as eligibility checking and appointment reminders.
- [ ] Utilize automated error-checking features to accelerate your revenue cycle and reduce rework.



LEVERAGE EHR SYSTEMS:

- [ ] Optimize scheduling by enabling patients to self-schedule appointments.
- [ ] Electronically collect patient histories, insurance details, and chief complaints before visits.
- [ ] Transition to electronic patient consent forms.
- [ ] Use analytics tools for data-driven decisions that can drive greater efficiency.

IMPROVE PATIENT FLOW:

- [ ] Refine appointment scheduling strategies.
- [ ] Allocate specific time slots for common visit types (e.g., routine check-ups, chronic condition management).

OPERATING EFFICIENTLY IS CRUCIAL TO SUCCESS. LEARN HOW HARMONY HEALTHCARE STREAMLINED THEIR BILLING PROCESSES.

3. Building a Scalable Team

RECRUITMENT STRATEGIES:

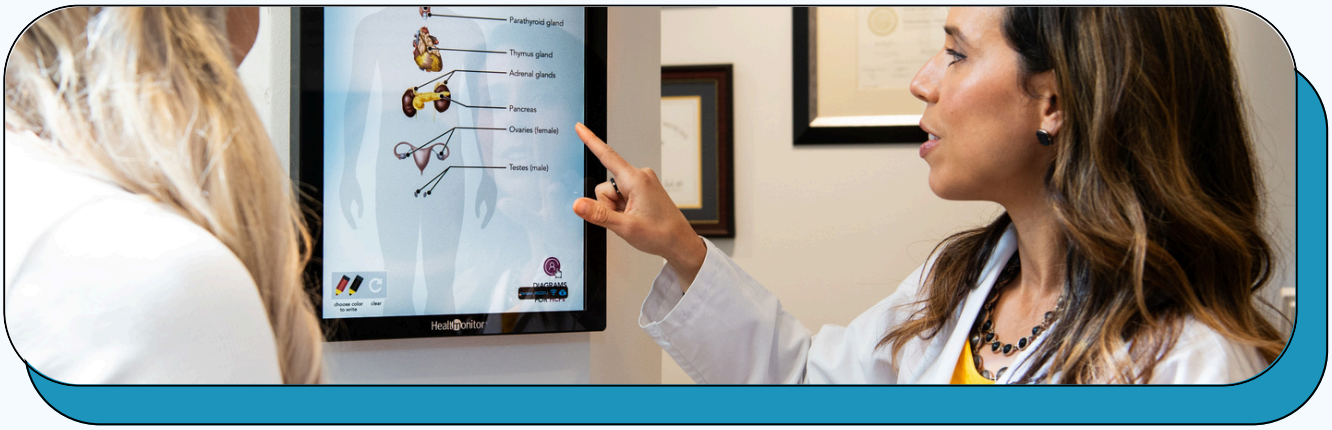
- [ ] Define the right mix of clinicians and support staff and consider hiring additional staffing for clinical and operational expansion.
- [ ] Use targeted recruitment campaigns on social media and using local and regional networks to attract potential hires.

EMPLOYEE RETENTION:

- [ ] Highlight the values and mission of your practice to foster a positive workplace culture.
- [ ] Offer competitive benefits and career development opportunities.

TRAINING AND DEVELOPMENT:

- [ ] Provide ongoing education to prepare staff for growth.





4. Expanding Patient Services



ADD SPECIALIZED CARE:

- [ ] Assess demand for new services (e.g., chronic disease management).
- [ ] Consider expanding to offer multidisciplinary, team-based primary care with additional or specialized services such as behavioral health, weight management, or pediatric care.

INTEGRATE TELEHEALTH:

- [ ] Set up virtual care systems that seamlessly integrate with your EHR.
- [ ] Train staff and patients on telehealth usage.

TARGET SPECIFIC GROUPS:

- [ ] Evaluate partnering with local employers to offer wellness programs or preferred provider status.
- [ ] Determine if family discounts or bundled services for multi-member households would help increase your panel(s).

EXTEND HOURS AND ACCESSIBILITY:

- [ ] Offer evening or weekend appointments.
- [ ] Consider expanding your practice operations to additional locations to improve accessibility.

5. Strengthening Insurance Relationships

NEGOTIATE BETTER CONTRACTS:

- [ ] Research benchmarks for reimbursement rates.
- [ ] Prepare for negotiation with data on performance metrics.
- [ ] Consider joining a primary care network to leverage economies of scale and negotiate a better contract.

UNDERSTAND PAYER MIX:

- [ ] Balance the distribution between private insurance, Medicare, and Medicaid.

STAY COMPLIANT:

- [ ] Regularly review compliance with payer policies.



6. Enhancing Marketing and Patient Retention



ATTRACT NEW PATIENTS:

- [ ] Utilize online social media platforms, regularly update your practice website, or use Google ads.
- [ ] Engage in community outreach programs.
- [ ] Advertise in local newspapers, radio, or community newsletters, or place posters or brochures in gyms, libraries, or community centers.
- [ ] Encourage satisfied patients to leave positive reviews on Google, Yelp, and Healthgrades.

ENHANCE PATIENT EXPERIENCE:

- [ ] Improve front-office efficiency and create a welcoming environment.

BUILD LOYALTY:

- [ ] Implement patient feedback and rewards systems.

ZOCDOC CAN HELP YOUR PRACTICE ATTRACT NEW PATIENTS. LEARN MORE ON ELATION'S PARTNER HUB.



7. Financial Planning and Investments

BUDGET FOR GROWTH:

- [ ] Allocate funds for staffing, technology, and facility upgrades.

EXPLORE FUNDING OPTIONS:

- [ ] Research loans, grants, and partnership opportunities.

MONITOR KPIS:

- [ ] Track revenue per visit, patient satisfaction, and other metrics.



8. Preparing for Future Trends in Healthcare

ADAPT TO VALUE-BASED CARE:

- [ ] Evaluate current practices, identify gaps in quality measures, and realign workflows to focus on care coordination, preventive care, and patient outcomes.

EXPLORE INNOVATIVE PAYMENT MODELS LIKE APMS:

- [ ] Alternative Payment Models (APMs) incentivize providers to deliver efficient, high-quality care. Examples include accountable care organizations (ACOs), bundled payments, and capitation models.

STAY AHEAD OF TECHNOLOGY:

- [ ] Explore AI tools, modern, interoperable EHRs, and tools that integrate seamlessly within the EHR.

ANTICIPATE REGULATORY CHANGES:

- [ ] Keep up with healthcare laws and insurance updates like fee schedule changes.

LEARN MORE ABOUT HOW YOUR PRACTICE CAN LEVERAGE EFFICIENT AI-POWERED SCRIBING WITH ELATION NOTE ASSIST.



Additional Resources

THE PULSE

A webinar series discussing hot topics across primary care, health tech, and the healthcare landscape featuring Dr. Sara Pastoor, Elation's Senior Director of Primary Care Advancement.

BUSINESS OF MEDICINE EBOOK

Get everything you need to know about running a successful primary care practice.

ELATION HEALTH BLOGS AND RESOURCE CENTER

Looking for more tips and insights to help your practice thrive? Visit Elation Health's Blog and Resource Center for expert advice, actionable guides, and the latest industry updates.

THE VALUE-BASED PAYMENT SERIES

Check out each chapter in our Value-Based Payment Series to learn how your practice can transition into this payment and care model successfully.