Course will review differences between thriving and average practices in terms of how efficient their leaders and top clinicians are.

The goal of this talk is to highlight: Why efficiency in medicine matters, where things break down, 3 areas to concentrate one’s efforts upon, 3 mistakes many physicians make and how to change one’s performance.

The key thing to remember about physicians and any professional is that what they are essentially selling is time and time is a finite irreplaceable commodity. Once it has been squandered it cannot be replaced. Additionally as a resource, time is unique because time spent strategically can produce more time as a result of increased efficiency.

The ways in which clinicians and or practice administrators are inefficient is a varied as the number of clinicians and administrators. One way that people are inefficient is in what they focus their attention on. The 80/20 rule states that 80% of the value of what you produce is a result of 20% of one’s activities. By applying this rule, key practice personnel can increase their productivity exponentially.

In the exam room, inefficiency is also the result of a variety of things. Chief among these are sub-optimal scheduling, poorly trained staff, under-utilization of EHRs, poor utilization of time spent with the patient and an inability to handle outside distractions. Increased and better staff training, EHR customization and recognition of a variety of different and problematic doctor-patient interactions are strategies that can be utilized to increase exam lane efficiency. Additionally the recognition and management of outside distractions is necessary to keep things flowing in the office.

www.ThrivingEyePract.com
jsokol@ctispec.com