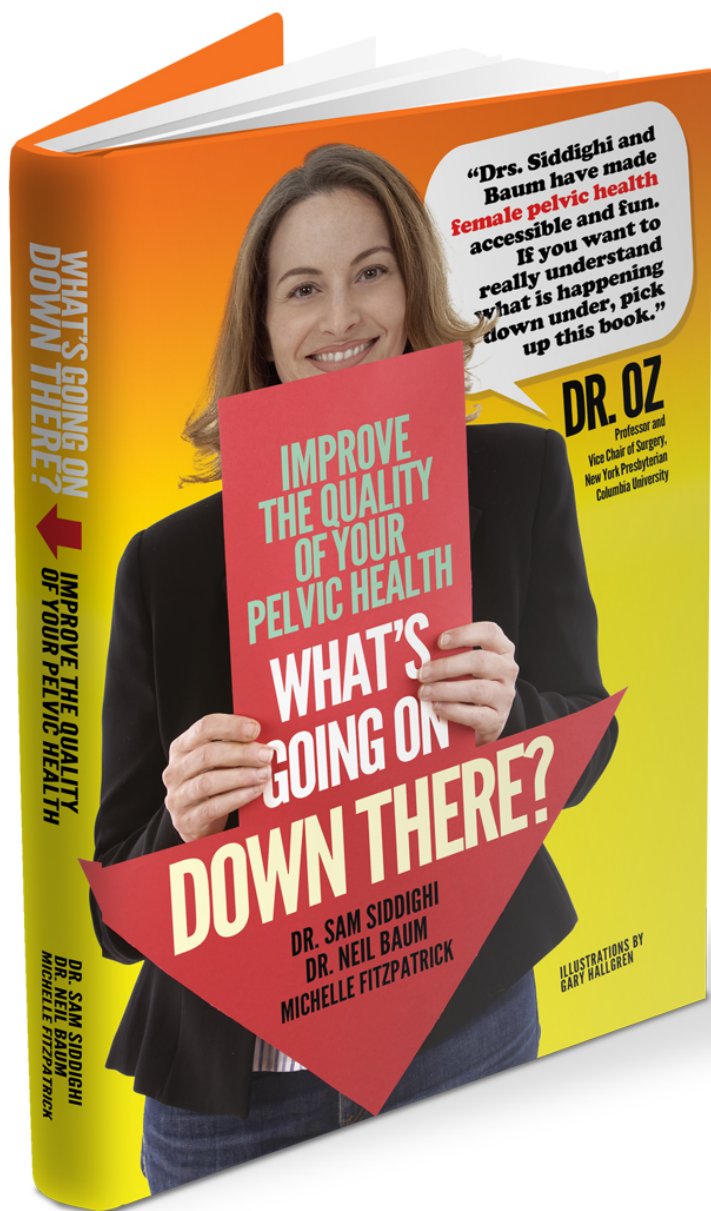


4 Pillars of a Successful Gynecologic Practice or Getting Home for Dinner!



Dr. Neil Baum
New Orleans, Louisiana

Nothing to Disclose



"Dr. Siddighi and Baum have made female pelvic health accessible and fun. If you want to really understand what is happening down under, pick up this book."

DR. OZ
Professor and
Vice Chair of Surgery,
New York Presbyterian
Columbia University

WHAT'S GOING ON
DOWN THERE?



IMPROVE THE QUALITY
OF YOUR PELVIC HEALTH

DR. SAM SIDDIGHI
DR. NEIL BAUM
MICHELLE FITZPATRICK

IMPROVE
THE QUALITY
OF YOUR
PELVIC HEALTH
WHAT'S
GOING ON
DOWN THERE?
DR. SAM SIDDIGHI
DR. NEIL BAUM
MICHELLE FITZPATRICK

ILLUSTRATIONS BY
GARY HALLGREN

Do you remember?

SEARS, ROEBUCK AND
INCORPORATED
CHEAPEST SUPPLY HOUSE

WITH A CAPITAL & SURPLUS OF
\$350,000.00
PAID IN FULL

REFERENCE BY SPECIAL PERMISSION
NAT'L BANK OF THE REPUBLIC CHICAGO
METROPOLITAN NAT'L BANK
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AUTHORIZED AND INCORPORATED UNDER THE LAWS OF ILLINOIS

ON EARTH
OUR TRADE REACHES AROUND
THE WORLD.

CONSUMERS GUIDE

CATALOGUE No 106

78 to 96 FULTON
73 to 87 DESPLAINES
and 17 to 31 WAYMAN
CHICAGO, ILL

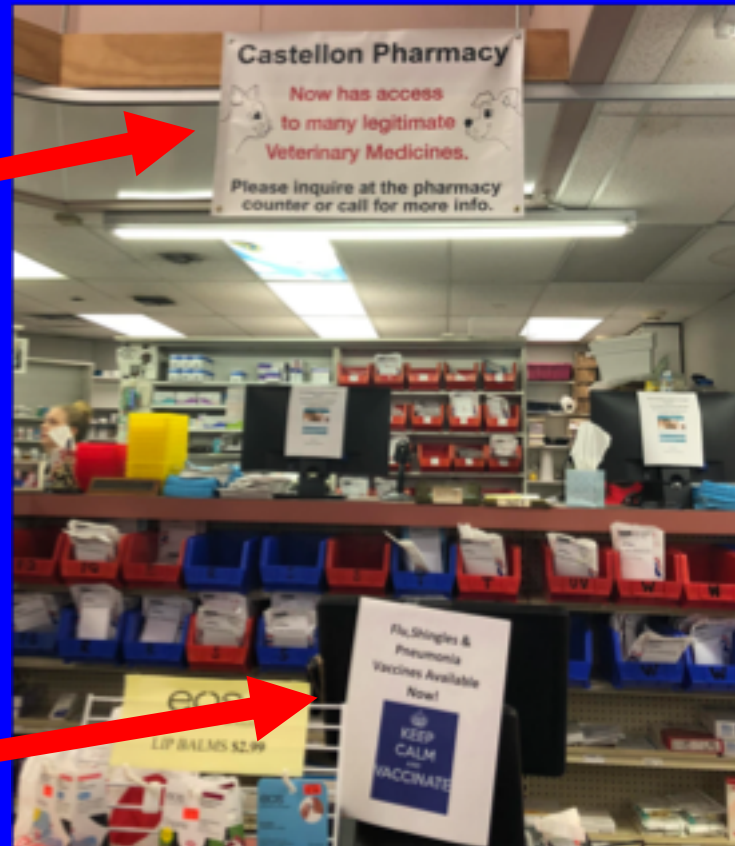
The advertisement features a central illustration of a woman in a white dress with a red sash, holding a scroll and a red flag. She stands on a globe, with a large basket of goods spilling out. The background shows a rural landscape with a red barn and a windmill. The text is arranged in various fonts and colors, including red, black, and white, with some text in a curved banner.

Sears stood still!



In the last decade, the company has shut down 1,000 stores

Not Standing Still Your Local Pharmacy



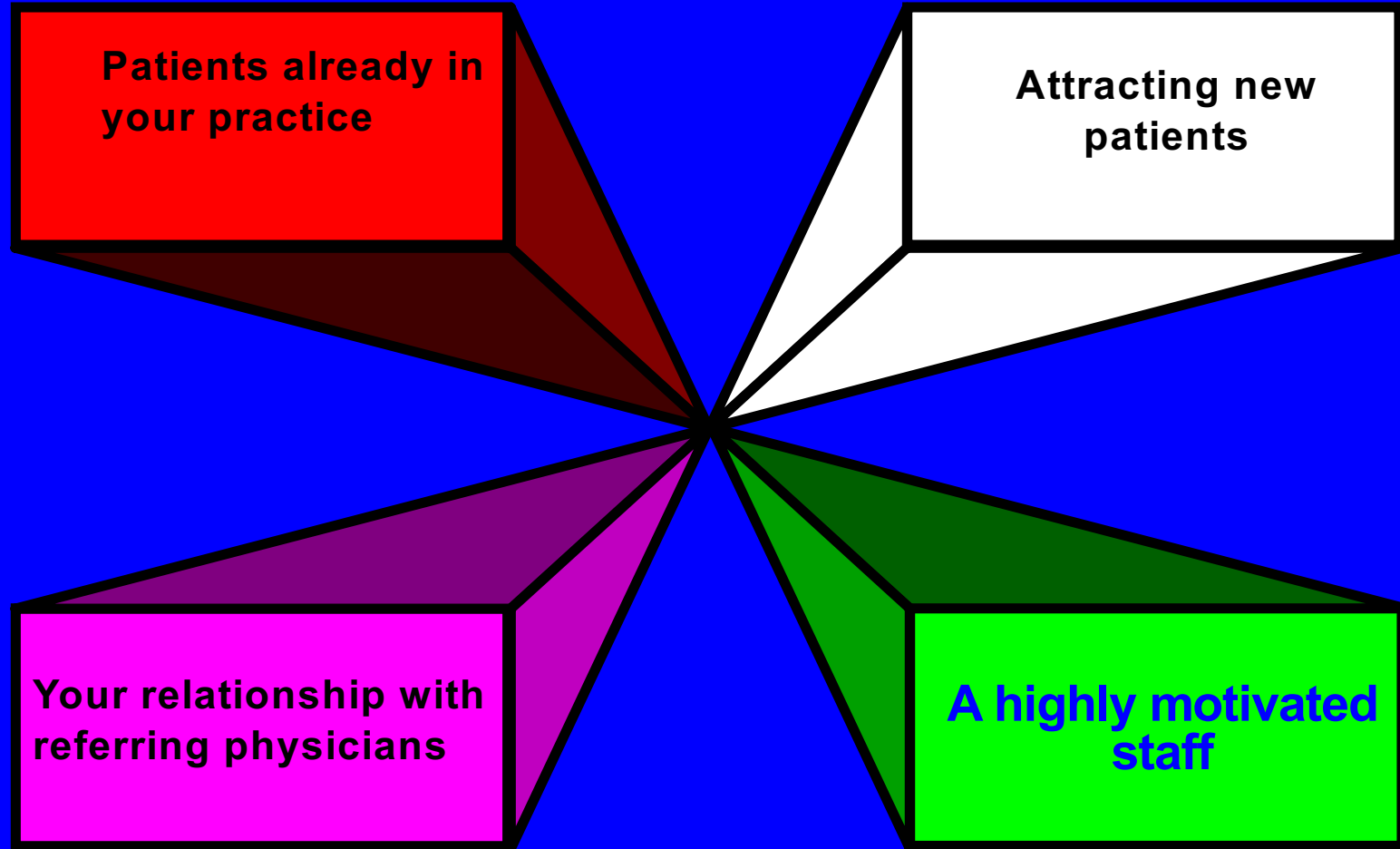
Goals and Objectives

- **Identify the needs and wants of the American gynecologist**
- **Techniques to market and promote your practice to potential patients**
- **How to attract referrals from colleagues**
- **Techniques to improve office efficiency**

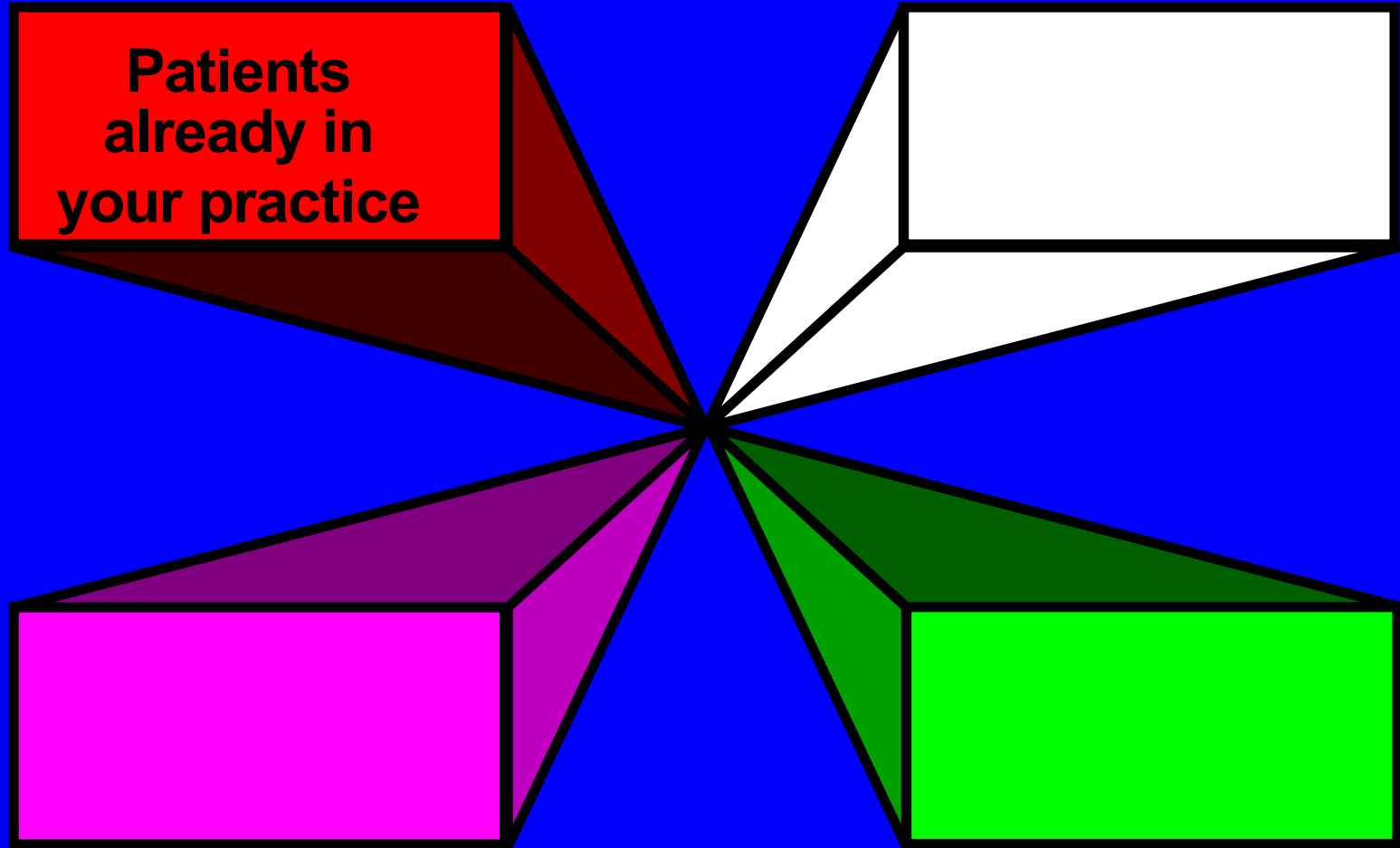
Needs and Wants of GYNs

- Maintain existing patients
- Attract new patients
- Improve reimbursements
- Decrease overhead
- Decrease litigation
- Improve morale of the staff
- Improve the efficiency of the practice
- Learn techniques to stay on the cutting edge of healthcare
- Add new technology to your office practice

The Four Pillars of a Successful Practice



The First Pillar of a Successful Practice



The Two Secrets of Success

- 1. Find out what the patient wants and give him/her more of it*
- 2. Find out what the patient doesn't want and avoid it**

Secret #1. Find out what the patient wants and give him/her more of it.

“Ask and you shall receive!”

Patient surveys

Thank you for helping us to serve you better!

Was it easy for you to get an appointment in this office?

_____ Yes _____ No

Is your general impression of this office favorable?

_____ Yes _____ No

Was the office staff friendly and concerned?

_____ Yes _____ No

Did the doctor adequately answer your questions?

_____ Yes _____ No

Would you recommend this office to someone else?

_____ Yes _____ No

Do you have any additional comments?

Neil Baum, M.D.
UROLOGY

What three questions would you like answered today?

1. _____

2. _____

3. _____

Please complete the back of this card.

Secret #2.

**Find out what the patient
doesn't want and avoid it**

**Patients do not want to wait
to be seen by the doctor**



← Waiting room

5

4

To Waiting Room ←

24

EXIT

1-800-645-6100

Time and Motion Study

- _____ Time patient arrive in the office
- _____ Time patient taken to the exam room
- _____ Time spent with the provider
- _____ Time patient left the office
- _____

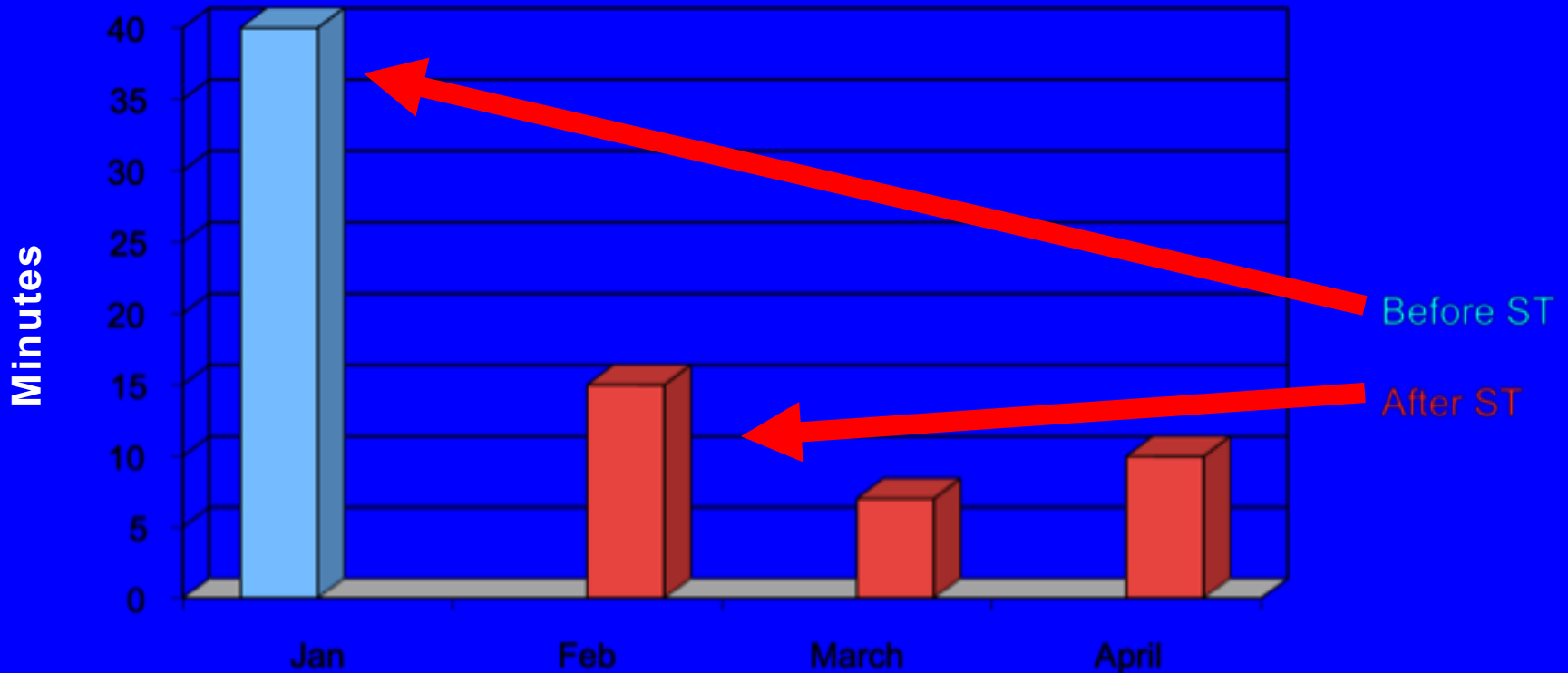
Total time in office / total time with MD

Effective Scheduling

Create “sacred time”

1-2 slots each morning or
afternoon

Before and After Using Sacred Time (ST)*



*Data from my practice

Take Home Message...

- **FEW** of us can change health care policy
- **ALL** of us can be more sensitive to the patient's time

Is this reasonable access for a NEW patient?

- April 12, 2016
- I have located a doctor in Jacksonville, FL who you may contact for the procedure. Let me know if there is anything else I can do for you.
- [REDACTED] is trained on UroLift and is located in Jacksonville, FL. His office number is [REDACTED]
- Dr. Baum,
- Thank you first of all for hearing my request and responding.
- I have looked at Dr. [REDACTED] website and have phoned his office for an appointment, which first available was May 27th and the appointment was scheduled.

Take Home Message...

- **FEW** of us can change health care policy
- **ALL** of us can be more sensitive to the patient's time

**Provide Value
Added Services**

Provide Prescription Record for Purse or Wallet

PRESCRIPTION RECORD		
DATE	NAME	FREQUENCY

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IMPORTANT
CHEK ✓ MED cards do not include all known or possible cautions, side effects, or food interactions. See your physician or pharmacist for additional information. Alert physician if you have drug allergies, plan to become pregnant, are breast feeding or taking medications. Follow prescription instructions exactly. Know how long to take each drug, what to do for a missed dose and be aware that interactions can occur between drugs, food, alcohol, sun exposure, etc. No medicines should be taken without physician follow-up. **SIDE EFFECTS PRINTED IN LARGE LETTERS ARE EXTRA IMPORTANT. CONTACT PHYSICIAN.** Side effects printed in small letters are usually minor. If persistent, contact physician.

toll-free 800-451-5797

Focus “Wellness” as well as illness



454-8135
454-0755
349-6507

FOR WOMEN ONLY

How to do BSE (a self exam)

Breast cancer may be cured if you find it early.

The *best* cancer check is a mammogram.

When your doctor checks your breasts, ask about this.

Use the shower check.

1. Check your breasts about one week after your period.
2. Press firmly with the pads of your fingers. Move your *left* hand over your *right* breast in a circle, like this:



3. Now check your *left* breast with your *right* hand in the same way. If there are any lumps, knots, or changes, tell your doctor right away. Breast cancer may be cured if you find it early.

UROLOGY ASSOCIATES OF LOUISIANA



454-8135
454-0755
349-6507

FOR MEN ONLY

How to do TSE (a self exam)

Cancer of the testicle can be cured if you find it early.

Use the shower check.

1. Check your testicles once a month.
2. Roll each testicle between your thumb and finger like this:



Feel for hard lumps or bumps.

3. If you notice a change or have aches or lumps, tell your doctor right away so something can be done about it.

Testicular cancer can be cured.

You should also know that prostate cancer is the most common cancer in men. Men over age 50 should have an annual health check-up that includes a prostate examination.

UROLOGY ASSOCIATES OF LOUISIANA

Comfortable and Padded Stirrups



Self Cleaning Toilet Seats



Warm the Speculum



How to Talk to a Woman



Heated Exam Rooms



**What's your BEST idea to
keep your existing patients?**

Call your key patients at home

Who Are the Key Patients?

- **Patients receiving out-patient studies or procedures**
- **Recently discharged patients**
- **Other**

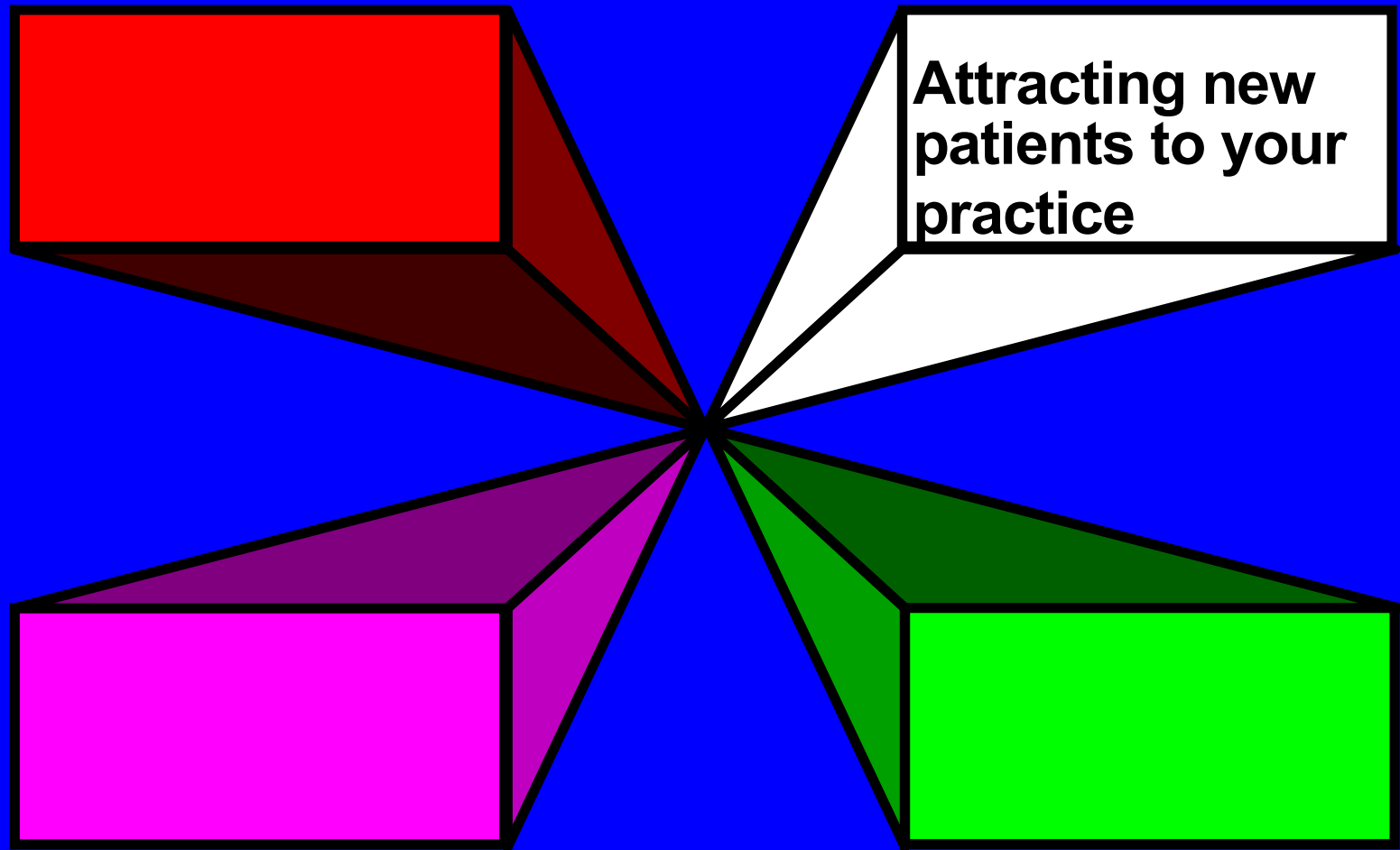
**Who Should Call Your
Key Patients?**

**When Should You Call
Your Key Patients?**

Advantages of Calling Your Key Patients

- **Fewer calls from your patients**
- **Efficient use of your time**
- **Very appreciated**

2nd Pillar of a Successful Practice



Attracting New Patients

Public Speaking

- **Seminars**
- **Lectures**
 - **AARP**
 - **Junior League**
 - **Church groups**
 - **Service organizations**

LET'S DO HEALTH!™

JOIN MEMORIAL MEDICAL CENTER
FOR A SERVING OF HEALTH INFORMATION

WOMEN'S HEALTH

February 16, 2005

Neil Baum, M.D.
Surgery/Urology



Charles Farris, Jr., M.D.
Gynecology



New Orleans Museum of Art • 1 Collins Diboll Circle, City Park

Total Cholesterol/Glucose and Blood Pressure Screenings—11 am to 12 noon
Seminar in Auditorium—12 noon to 1 pm
Lunch in the Café to follow seminar.

- Do you suffer from incontinence or have an overactive bladder?
- Do you know the difference between perimenopause and menopause?
- Do you know which preventive screenings are recommended after age 40?
- Is hormone replacement therapy (HRT) for you?

Join Dr. Baum and Dr. Farris for the answers to these and other questions regarding women's health issues.

Memorial
Medical Center
Baptist Campus
Tenet Louisiana

Free admission to the Museum following the event.

www.memmedctr.com

1.888.TENET.4U (1.888.836.3848)

Call to make reservations and
learn about upcoming seminars.

Writing\Blogging to attract new patients

- **Local magazine**
- **Newspaper**
- **Health publications**
- **WordPress.com**

FEBRUARY 1994 VOLUME III, NO.2

HEALTH & HOME

A HEALTHY NEW APPROACH TO LIFE

NEW ORLEANS & THE NORTHSORE

Complimentary

UPFRONT

Basketball

Birth Order & the
Psychological
Effects

Making your house
your Dream Home



Taming the Overactive Bladder

In an age when people talk about sex and Viagra as if they were discussing golf scores, it seems ironic that many of the 13 million adults who suffer from urinary incontinence are too embarrassed to broach the subject with their doctors. But if they did, they would learn that there are treatments that can eliminate or improve the problem in most people who experience urine leakage.

Overactive bladder (OAB) is increased urinary urgency. Urgency is the sudden, intense desire to urinate, or that "gotta go right now!" feeling. Urine loss is usually in large amounts that soak underwear and even outer clothing. OAB is usually accompanied by frequency of urination or urinating more than eight times in a day.



Living with OAB

Few understand the cause of OAB. Many people never report symptoms of OAB due to their perceptions that treatment is not available or effective, or that the symptoms are normal consequences of aging or childbirth. OAB adversely affects a person's daily routine and quality of life. Approximately two-thirds of women report that their symptoms have an effect on daily living. Some of those effects may include poor quality of sleep, depression, embarrassment, and decreased interaction with family and friends, all of which can result in an overall lower quality of life.

Many have called overactive bladder the closet disorder because only one-third of affected women discuss their problem with their physicians. Instead of seeking help, many people with OAB adjust their habits and lifestyles to accommodate the management of symptoms. Sufferers start to limit car trips and vacations. They curtail activities such as shopping, visiting public places, entertaining or socializing and adopt such coping mechanisms as restricting fluids, finding accessible public toilets, a behavior referred to as "toilet mapping," becomes a source of major anxiety. Initially, increasing the frequency of bladder emptying – often referred to as "defensive voiding" – may reduce the number of incontinent episodes.

Those with OAB may try behavioral techniques, which improve bladder control by teaching patients to adopt new skills to treat their symptoms. These methods include self-care practices or lifestyle changes, bladder retraining and pelvic muscle exercises. These treatments can be very effective and can be used in combination with drug therapy.

Help is on the way

Several types of medication are

thus reducing the frequency and intensity of contractions of the bladder. By decreasing bladder contractions, these drugs can decrease urinary frequency, urgency and "wetting" accidents. These drugs work in seven out of 10 persons.

The first drug that treats OAB is tolterodine, or Detrol. It can improve OAB symptoms of urgency, urinary incontinence and frequency. This drug comes in an immediate release form, Detrol 2 or 4 mg, in a twice-daily dose, or in an extended release pill that works over a 24-hour period. The side effects associated with either Detrol or Ditropan are dry mouth, dry eyes, constipation and headache.

The second medication used for OAB is oxybutynin, which researchers have studied extensively. The immediate release has been around for many years and is available in 2.5 or 5 mg, two, three or four times a day. The extended release form, called Ditropan XL, is available in a 5, 10 or 20 mg dose.

Another OAB drug is a skin patch of oxybutynin called Oxytrol. The Oxytrol patch is thin and clear with an adhesive on one side that sticks to the skin and delivers a small dose of oxybutynin through the skin. The patch can cause some temporary skin irritation such as redness and itching.

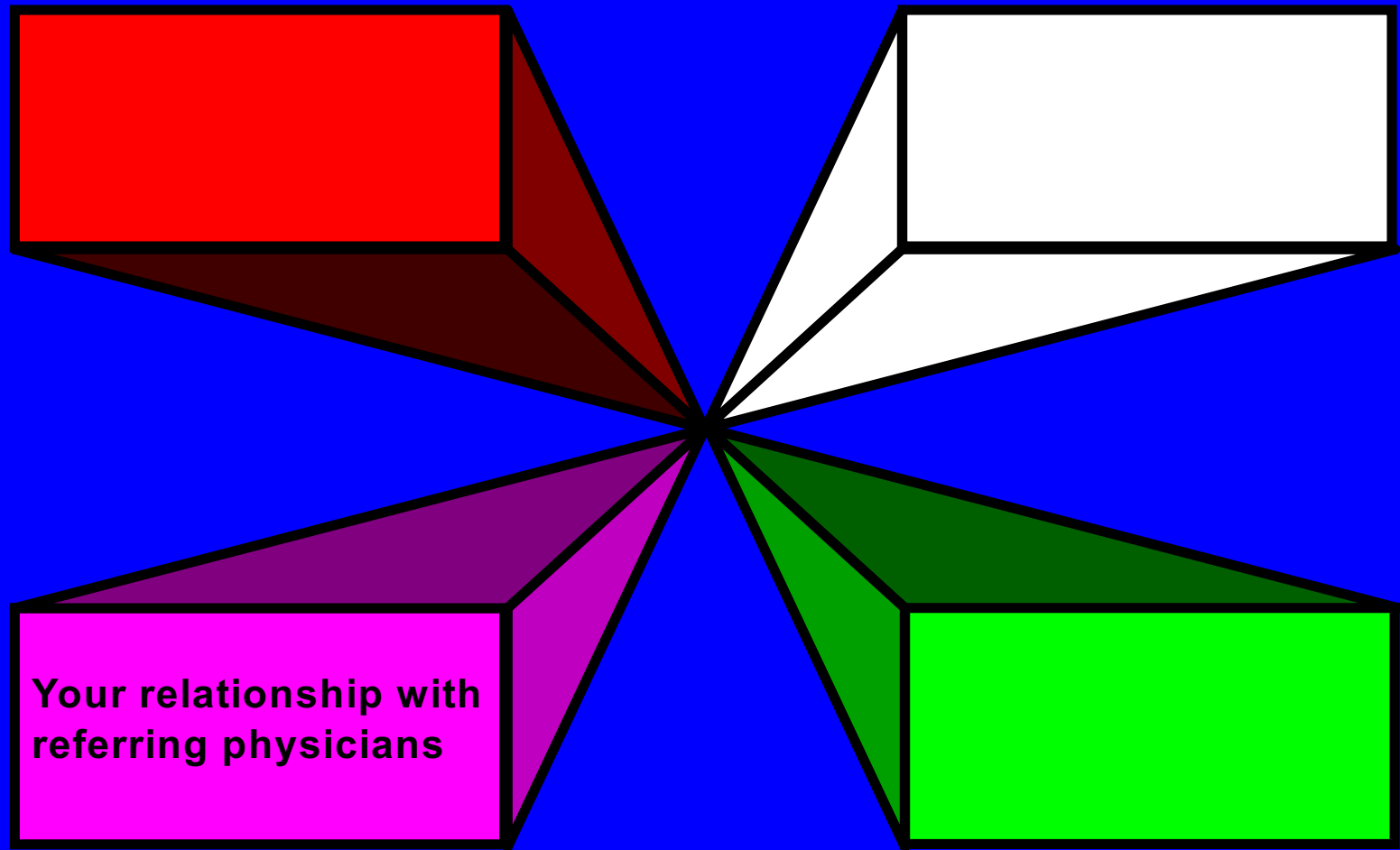
Researchers are currently investigating new agents and methods of administration in attempts to improve tolerability of treatments for OAB. Those treatments include a drug, resiniferatoxin, which goes directly into the bladder. Additional drugs include darifenacin, solifenacin and trospium chloride.

Bottom line: Overactive bladder is a common condition that affects millions of American men and women. Help is available. Often, sufferers can avoid the embarrassment of the OAB with exercises and medications. If you have

The Internet to attract new patients

- ***Must* land on the first page of Google**
- **Best of all is at the very top of the Google search**
- **Ron King will show you how**

The 3rd Pillar of a Successful Practice



The 3rd Pillar of a Successful Practice

**Enhance your
relationship with
referring physicians**

Why Do Physicians Refer?

- Returns patients 38%
- **Reports back promptly 33%**
- Availability 13%
- Friendliness 11%
- Scientific talks 7%
- Give RPs an active role 5%
- Teaching in hospitals and schools 7%
- Entertaining 1%
- Publish professional articles 1%
- **Gifts <1%**

Traditional Referral Letter

- **Long**
- **Arrives in 10-14 days**
- **Expensive**

3 Key Ingredients of a Referral Letter

1. Diagnosis

2. Medications

3. Treatment plan

Computerized “Boiler Plate” Referral Letter Example

Dear <Name of Doctor>

<Name of Patient> was seen for a problem of
<diagnosis>.

I recommended <medications and treatment plan>.

I will keep in touch with you regarding her progress.

Sincerely,

Neil Baum

Example:

Jane Doe referred by **Dr. Bill Smith**

- **Diagnosis**
- **Plan**

SUI

Kegel exercises

No response

**cystocele\anterior
repair**

Example of Boiler Plate Referral Letter

Dear **Bill**,

Jane Doe was seen for a problem of **stress urinary incontinence**.

I recommended **Kegel exercises and timed voiding**.
If no response, consider cystocele\anterior repair

I will keep in touch with you regarding her progress.

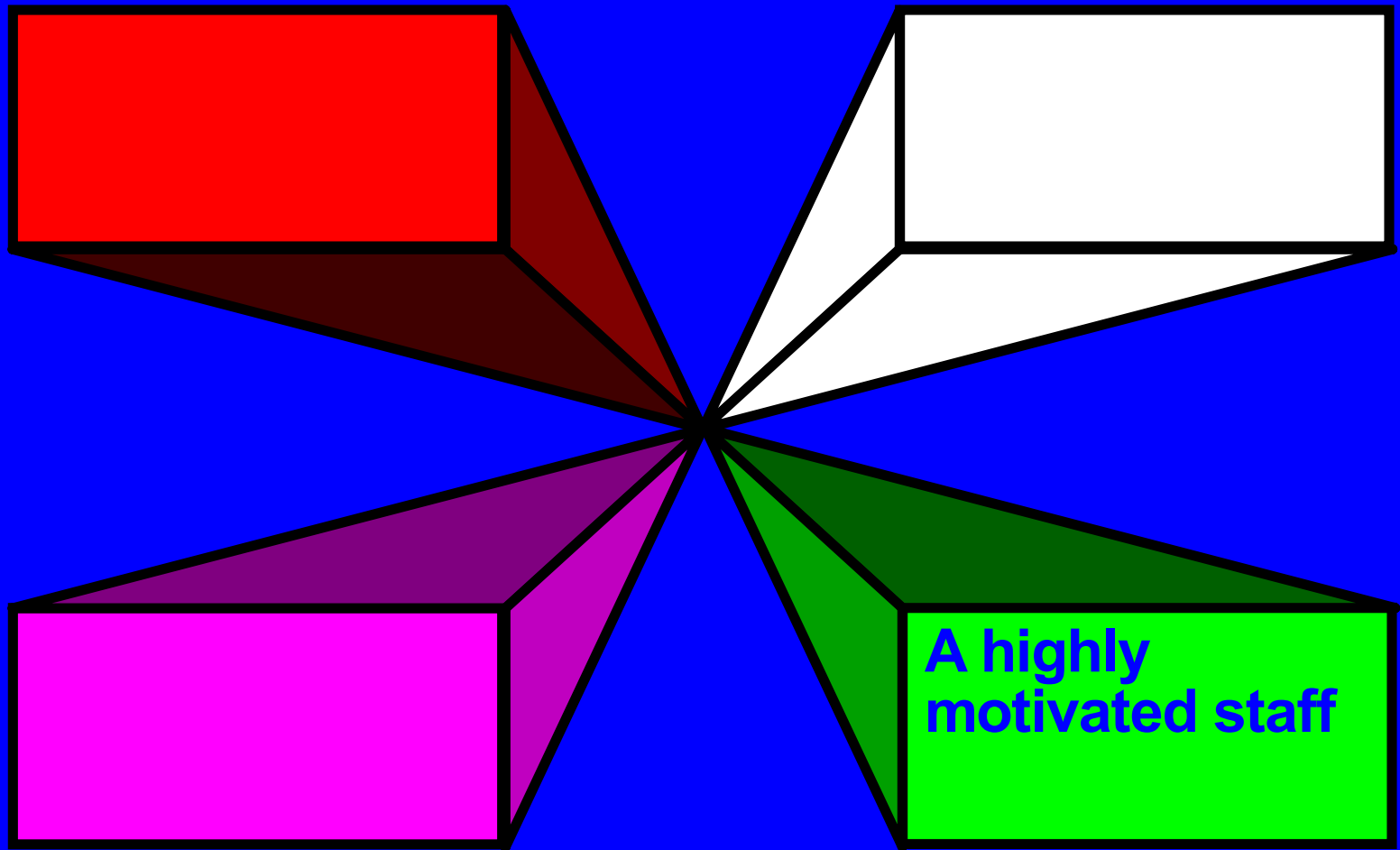
Sincerely,

Neil Baum

Advantages of boiler plate letter:

- Reduces the cost (\$15 to <\$1)
- Increases the efficiency of your practice
- Keeps the referring doctor as the “captain” of the patient’s health care ship

The 4th Pillar of a Successful Practice



Non-Monetary Motivators

**Say thank you with
“Extra-Mile-O-
Gram”**

THIS CERTIFIES THAT

IS HEREBY RECOGNIZED AND APPLAUDED AS AN

EXTRA MILER

WE CAUGHT YOU GOING THE EXTRA MILE BY:

CONGRATULATIONS!

WITNESS TO THE GREAT EVENT

Take Home Message

- If you take outstanding care of the *staff*, they will take outstanding care of your *patients*!

Performance Review

- **Can't be done once a year at salary review**
- **Suggest every 3-4 months**
- **Complete worksheet before the review**
 - What do you like the most about this job?
 - What would you like to improve?
 - Where do you want to be professionally in the next 3,6, 12 months?
 - What can I do to help you reach your goals?

Surprise the Staff

Surprise is the spice of life

- Office closes for lunch
- Limo picks up staff
- Box lunch provided on the way to the mall
- Each staff member receives **\$100** which must be spent during one hour at the mall on gifts for themselves



GRAY LINE



M-57

M-57

GRAY

SHOPPING IS FUN AGAIN!
OLD NAVY

THE SHARPER IMAGE
sharperimage.com

THE SHARPER IMAGE
sharperimage.com

Dilla's
Dilla's
Dilla's

Opportunity



Summary

The 4 basics of a successful and rewarding practice:

1. Keeping existing patients
2. Attracting new patients
3. Motivating your staff and
4. Relationship with your colleagues

Times they are a chang'n

