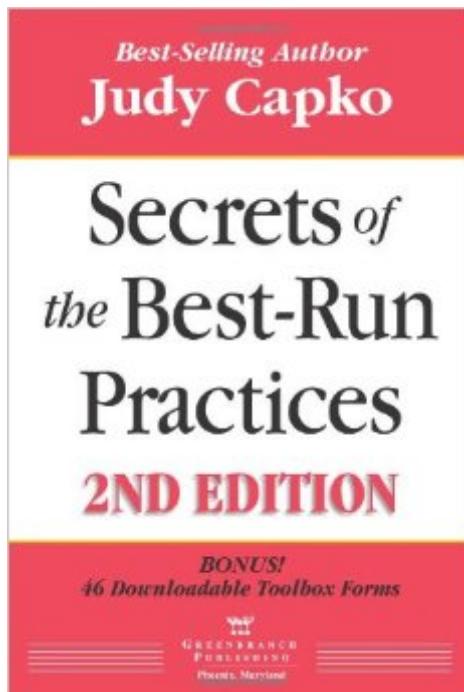


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# Secrets Of The Best-Run Practices, 2nd Edition



## Synopsis

The Second Edition of this runaway best-seller includes four new chapters covering technology in practice, economics and changing issues in practice management. Bonus for the 2nd edition...46 forms to customize for your own office. Ready-to-Use Guidance from Medical Business Guru Judy Capko. In plain-English, Judy Capko, a noted practice management expert maps out the smart but ingeniously simple tactics that the most successful medical practices and ambulatory care centers are using to thrive despite tough economics, tight reimbursement, and practice management issues such as changes in workforce demographics and the prospect of upcoming health care reform. From consulting engagements with hundreds of medical practices, Capko shares best of the best ideas plus ready-to-use tools. Whether you have a practice that is growing so fast you are losing control ... or a practice that is struggling with patients and profitability, Secrets shows you proven tactics for improving practice revenues and patient satisfaction, managing the phones, streamlining workflow, and hiring and retaining dedicated staff. Readers are using these real-life secrets to create a smoother, more profitable practice where staff wants to work and patients want to come!

Selected Table of Contents

- Mission Possible: how defining your mission sets your practice up for success.
- The Perfect Receptionist Gets Wired: how to use technology to enhance efficiency and make patients feel special.
- Conquering Workflow Problems: how to eliminate bottlenecks at the front office before they create unpredictable, unmanageable workflow.
- The Amazingly Productive Doctor: how to master clinical flow and make time count so you can outperform peers while enjoying more personal time, too.
- Mastering the Appointment Schedule: secrets for better service, higher productivity and improved patient compliance.
- Commonsense Risk Management: how paying just a little more attention to details and patients makes a huge difference in avoiding mishaps, errors and other problems.
- Shredding the Paper Monster: how a 7-day-a-week pediatric practice smoothly switched over to new practice management and electronic health record systems.
- The Changing Dynamics of Outpatient Academic Practices: how faculty practices differ from the traditional private community medical practice and how to change your culture successfully.
- The Power of Revenue Management: how to improve financial results by maximizing charge capture and revenue recovery, including how the patient collections process is changing.
- Great Employees The Simple Truth: solid, practical advice on obtaining peak performance from every employee.
- The Money Crunch: how to keep rapid growth from sabotaging success (and if you are about to implode what to do now to recover).
- Reshaping the Practice A New Genre: case studies of three different types of practices that successfully changed direction.
- Smart-Sourcing for the Savvy Practice: how to use outsourcing to get the job done better and achieve remarkable ROI.
- Starting Over Yes You Can! Feel trapped in

your current position? Learn how three physicians changed course after years of practicing medicine and traded extremely difficult situations for more satisfying personal and professional lives. The Practice of the Future: how to use technology and innovation to meet emerging practice management issues and meet the changing expectations of your patients, staff and community.

## **Book Information**

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## **Customer Reviews**

Practice management is more difficult than other kinds of services because of higher risks, higher expectations, and an adversarial payment environment. Yet very few physicians graduate from medical school with adequate knowledge and management skills to face such tremendous challenges. The fledgling practice owner painfully discovers that attracting patients, managing staff, handling technology, maintaining compliance, and most importantly, getting paid in full and on time, are challenges that require professional approach. If you don't have the time for an MBA program and you don't have access to trustworthy consultants or reliable outsourced service providers, then this book is for you. Every one of its twelve chapters culminates with a list of secrets that Judy Capko discovered and logged during her 20-year career as a practice management consultant. She covers everything from how to manage phone calls to staying on schedule; from meeting patient demands to improving patient satisfaction; and from risk management to taking charge of the revenue cycle and improving practice finances. Capko's book is a real treasure of carefully selected and very well articulated practice management secrets. Yuval Lirov, Medical Billing Networks and Processes - Profitable and Compliant Revenue Cycle Management in the Internet Age

I am a practicing subspecialist in private group practice facing the challenges that many readers of this review are no doubt facing given the current environment. The book is an excellent book to validate one's concerns re: what one thinks is and isn't running smoothly with one's practice. Takes a step further by offering insights and valuable recommendations for promoting and catalyzing change from within. Offers the confidence needed that with momentum and intervention, change can be implemented and for the betterment of one's practice despite the challenges of the current practice environment. While most including myself might find the book a bit pricey, if you take just a single tip from this excellent read and integrate it into your business, it will pay for itself many times over.

As the world's foremost authority on proactive thinking, I can tell you that in this book, Judy Capko has given you the proactive approach to having a highly successful clinic. She not only provides the best of the best ideas (along with some great tools), she also gives you a philosophy to follow that leads you away from a band-aid approach thinking and toward right thinking, which encourages you to deal with and solve all of your nagging problems and issues. There is a strong advantage to this type of thinking. First and foremost is the fact that your practice will eventually reach its optimum, which should be the goal of every business, (especially medical businesses), because that is when you are truly serving the patient. The second advantage is that when you solve all of your problems, your practice becomes the best and I have a very strong feeling that only the best of the best practices are going to survive things like ICD-10 and the new Affordable Care Act and its immense set of destructive regulations. I can't wait to read Judy's other books, especially her most recent, *The Patient-Centered Payoff: Driving Practice Growth Through Image, Culture, and Patient Experience*, because I believe that patient satisfaction, and its resulting outcome of optimum health, is the ultimate purpose of every medical practice.

After reading this book, we put the information furnished to good use and saw amazing results. Well written and very good advice to increase your office production and simplify performance with great results. Medical office procedure and staffing are an animal of their own and Ms Capko offers much needed information for smooth operation and successful practice

Many helpful ideas to "remind" a manager of various procedures and techniques for many areas of

practice management. Good investment.

Judy's book is a comprehensive collection of ideas that will assist you in the running of a successful medical practice. The 46 downloadable Toolbox Forms will save you hours and hours of trying to develop your own measurement tools. I highly recommend her book for any Medical Office Manager that wants to improve their practice.

I ordered this book for a college course. It arrived quickly. It was an interesting book to read. It talked about different practices across the country and how they were improved. Good informative book overall.

Judy Capko has a keen sense of how a physician practice should run. She offers valuable suggestions to improve patient satisfaction, customer service, employee retention and increasing revenue. Improving patient satisfaction is important in growing a practice. Through examples, stories and factual information, this book can help a physician's office shine and become a best run practice. [\[ASIN:0970046995 Secrets of the Best-Run Practices\]](#)

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