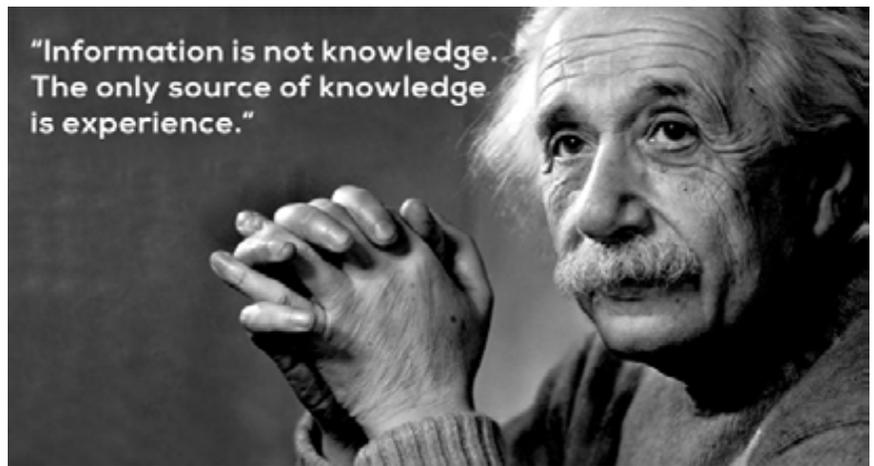


Threats and Solutions to Physicians' Independence.



GPA Capital's 2017 Physicians Survey highlights the concerns of independent physicians. This is an update of the 2015 survey from which we built our services menu. GPA's years of experience brings you...

Answers before you ask the questions!

Docs Want to Remain Independent, But Don't Expect to

? As noted, 73% of respondents stated that, assuming their practices could be reliably profitable and sustainable, they would prefer to remain independent. But 44% say they are likely to sell their practice at some point in the next decade.

✓ Through a careful discovery session to establish the dynamics of the practice, diversity and continuity of income can be solidified in conjunction with appropriate working capital.

Reimbursement and Costs Are Major Headaches

? The physicians we surveyed ranked escalating costs and downward reimbursement pressure as the most challenging aspect of running their businesses, followed by the difficulty of maintaining referral streams. Not surprisingly, they also ranked costs and reimbursement pressures as the factors most likely to lead them to sell their practices.

✓ Through diagnostic testing resulting in better outcomes, healthier patients combined with incentive bonuses such as MIPS and curtailment of misappropriated expenses such as merchant services this is no longer a concern.

Specialization "is" Sustaining Them

? Asked to identify the most important factor in sustaining their ability to remain independent, 70% of respondents chose the *"specialized nature of their practice within the local healthcare community."*

✓ Through innovative models, keeping many, formerly referred out, services in house creates the needed specialization, increases patient population through referrals and keeps more potential patient income.

They Recognize That Quality and Outcomes Will Drive Reimbursement

- 88% of respondents said they envision a future in which their reimbursements are driven by the ability to provide value, defined as the intersection between quality care and cost management. This reflects the reality that, as reimbursement structures continue to shift from fee-for-service to outcomes- and value-based models, independent groups who can deliver measurable clinical outcomes will be well positioned to strengthen their relationships with healthcare payors.
- A holistic approach, implementing a complete array of diagnostics and specialized procedures improves outcomes, keeping patients out of the hospital. A healthier patient population which assures better reimbursements from payors, even to the extent of bonuses

Whole Person Care Will be Key

- Following on the shift toward clinical outcomes and the increasing focus on preventative care and wellness, 91% of respondents said they could envision a future where “whole person care” will play a significant role in how their practice operates.
- Through an integrated use of not only mobile diagnostics but also mobile multispecialty treatments you are treating the “whole patient” and your bottom line will receive a larger share of potential patient revenue.

Reimbursement Models Remain in Flux

- Even with the jury still out on the evolution of reimbursement models, approximately half of the surveyed doctors are encountering new alternatives to the standard fee-for-service model. Those include shared risk and global payments. Others have yet to encounter such models, but the general trend, based on the entirety of the survey, indicates that the pendulum is swinging away from the status quo.
- Given the “flux” reimbursement models, a thorough practice analysis is mandatory. The good news is that models are proven to adapt to the changing payment models where your practice can thrive through the use of these new mandates.

They Recognize the Need for New Solutions

- Nearly all of the physicians surveyed, a full 94%, said the marketplace ought to offer new practice models to ensure independence and sustainability for the new healthcare economy.
- New practice models “are” available. After a full practice discovery and evaluation, the correct model will reveal itself whether you want to become more specialized, move to a multidisciplinary model now, or, in the near future, become part of a virtual group.

And They're Eager to Explore New Practice Models

? 51% of respondents are interested in exploring innovative business models and capital structures in order to preserve their independence. 28% said they were most interested in a practice management or shared equity model that allows physicians groups to operate independently while sharing equity in a combined entity. Another 23% said they were most interested in pursuing mergers and acquisitions with other practice groups to achieve scale and increase their leverage with providers and insurers.

✓ Of course, capital is what we do at GPA Capital. It's critical to perform a practice and cash flow analysis complete with a short and long-term variable budget. You can take full advantage of predictive modeling and apply this to your future business. GPA's prowess ranges from startup sole practitioner to multi-specialty mergers and/or acquisitions.

CONCLUSION

Considering the state-of-the-art solutions availed to you by GPA Capital, you can achieve your goals as you once anticipated. Talk to us today!

