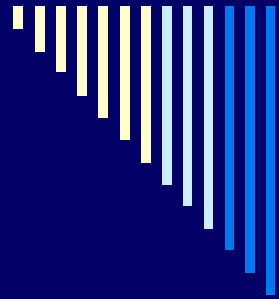
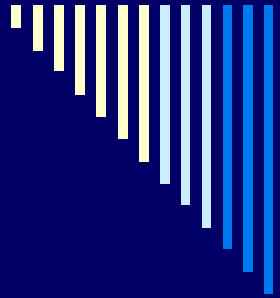



Boosting Practice Income



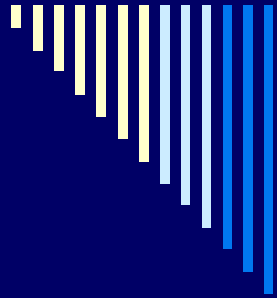
Harolds Cross Medical Practice





The Practice as Economic Entity

- Viable Economic Entity and Good Clinical Care go hand-in-hand
 - Minimize Practice expenditure
 - Optimize Practice income
-



Income Sources

- GMS/PCRS
 - Maternity/Childhood Imms/Cervical Check
 - Social Welfare Certs/Reports
 - CIE/other contracts
 - PMAs/
 - Legal Reports
 - Private Patients
-



Income: Are We Being Paid?

- Spreadsheets for income sources
 - Claims sent; Payment for same: eg childhood immms; Cervical Check; Maternity Care; Quinn/VHI/Aviva; PMAs, Medical Reports, SW Reports, Palliative Care Claims
 - STCs at end of day for each clinician
 - Admin to query non-payments
-



Income: GMS Entitlements

- Annual leave
 - Study leave
 - Practice Support Subsidies
 - Submit Claim forms and STCs early to ease cashflow
-



PCRS Online Suite

- ❑ Essential for reconciliation
 - ❑ Process STCs on the day, paid at latest 6weeks later
 - ❑ Reconcile Practice's list of GMS patients with PCRS list on a monthly basis (can be done automatically?)
-



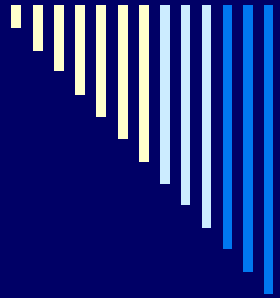
Cashflow

- ❑ Minimise overdraft use: keep within agreed limits
 - ❑ Pay recurring bills by direct debit over 12 months
-



Charging for Service

- Agree fee schedule within practice
 - Are you charging for all services offered?
 - eg: blood tests? urinalysis? pregnancy tests?
 - eg: forms, certificates for work, to say patient is resident in Ireland etc
 - For prescription repeats (within guidelines)
 - Items not covered by GMS: Disclaimer list
-



Private Patients

- Ensure you are paid on time and in full
 - Credit card/Laser facility- essential
-



Staff Costs- Permanent Staff

- Clinical
 - Administrative
 - Assess value for money
 - Time and Motion Study
-



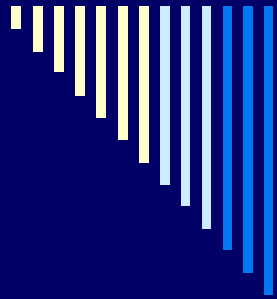
Staff Costs- Locums

- Controversial..
 - Can the practice afford them?
 - Negotiate fees
 - Quality is crucial: they are looking after your patients
 - Reception staff should ensure locum reads paperwork/deals with labs, phonecalls
-



Marketing

- The Best Advertisement: Word of mouth
 - Present yourself in the waiting room- so people know who you are
 - Offer people a card- “Call us anytime”
 - Ensure you have a sign. Website. Directory listing. Speak to local pharmacist/other allied professionals
 - New IMC Guidelines
-



Overwhelmed?

- ❑ Take responsibility
- ❑ Delegate: Much of this work can be run by reception/admin staff, but the GP as owner/manager has ultimate responsibility
- ❑ Seek advice: ICGP; Accountant; PM consultancy
- ❑ Consider the ICGP Diploma in Practice Management



ICGP NETWORK OF ESTABLISHING GPs
2ND NATIONAL CONFERENCE
Bridging the Gap

SHERATON HOTEL, ATHLONE, FRIDAY 27TH & SATURDAY 28TH NOVEMBER 2009