The ABC’s Of Adding Retina To A General Ophthalmology Practice

Laurie Oliver, COE

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1. Is it time to add a retina specialist?
   a. Track what is going out the door
   b. Study notes that come back from the referring doctors

2. Logistics
   a. Medical retina or med/surg retina
   b. Office Flow
   c. Staffing
   d. Equipment must haves and cost over $140,000!
   e. DRUG COST- The Ugly Truth!!!

3. Compensation model.
   a. % or are you going to rent a lane
   b. Who pays for staffing and other overhead
   c. Malpractice/benefits
   d. Call
   e. Contract and non-compete
4. Test the waters
   a. Are you going to put your toes in 1 day a week
   b. Jump right in to full time

5. Where to find the right associate?
   a. Is that person already in your area?
   b. Do you need to advertise?
   c. What will this do to your referral base?
   d. Marketing this person

6. Don’t poop in your own sandbox!