

## **Learning Objectives**

MedBridge

*Starting a Private Practice Part 2*

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### **Course Objectives:**

- Identify your potential referral sources, and the niche your practice will fill.
- Determine what need is not being filled and how can you meet the need.
- Identify potential referral sources.
- Define generalized practice versus developing a niche.
- Describe utilization of SWOT in the development of your practice.
- Explain the importance of Policies and Procedures.
- Describe potential for Growth and considerations in choosing an office.
- Determine the cost of doing business and formulas to calculate your fee structure.
- Identify potential business expenses.
- Determine potential recurring fixed/variable expenses and direct/indirect costs.
- Determine factors that should be considered in setting your fee structure?
- Brainstorm troubleshooting strategies when times get tough.