

Onboarding a New Physician

ASRS Business of Retina 2024
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Financial Disclosures

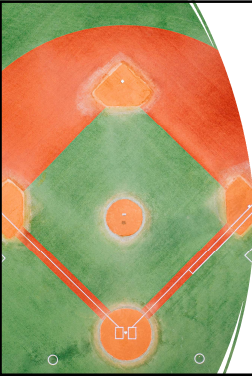
I, Aamer Hayat, have no relevant financial relationships in the products or services described, reviewed, evaluated or compared in this presentation.

Onboarding a New Physician

The Basics:

- Key to successful onboarding is being well organized (hint- use a checklist if done in-house; review vendor checklist if outsourced)!
- ASRS has a well-developed list to use: [ASRS New Physician Checklist](#)
- Start the credentialing process as soon as possible
 - Medicare allows credentialing 60 calendar days before the start of practice
 - Process can take 15-60 days;
 - Most commercial plans are similar.
 - Medicare Advantage/HMO plans can take longer- check with IPA's on their credentialing schedule.
- Checklist should include an answer to- "What does the physician need to have a successful day 1?"





Onboarding a New Physician

Advanced – Ensuring success!

- Successful onboarding *isn't a field of dreams.*
- Leverage a marketing strategy to quickly build volume.
 - Onboarding a new physician is a great opportunity to visit referring ophthalmologist and optometrists- use it to re-introduce the practice and introduce new physician.
 - Identify the top referring providers to the office(s) new physician will be located. Also identify nearby potential referrals sources for an introduction.
 - Reach out to referring office, offer to introduce new physician over lunch for the office.
 - Use the lunch to address any concerns referring office might have, make one-on-one connection between referring doctor and new physician, office staff and management.
- Track new referrals, send a "thank-you" gift after the first 5-10 referrals. Continue to follow up.
- Make sure new physician remains available as scheduled (even if they aren't seeing patients, use the time to build the physician's "brand").
- Tie bonus to growth!

Onboarding a New Physician

How did it work for NCRVA?

| New Patients | Months | | | | | | | | | | | | | | |
|----------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|-------------|-------|-------|
| Physician/Year | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER | Grand Total | | |
| Dr 1 Year 1 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 |
| Dr 2 Year 1 | 48 | 78 | 117 | 156 | 195 | 234 | 273 | 312 | 351 | 390 | 429 | 468 | 468 | 468 | 468 |
| % Difference | -22% | -62% | -122% | -159% | -179% | -191% | -200% | -209% | -218% | -227% | -236% | -245% | -245% | -245% | -245% |

| New Patients | Months | | | | | | | | | | | | | | |
|----------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|-------------|----------------|-----|
| Physician/Year | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER | Grand Total | Year Over Year | |
| Dr 1 Year 2 | 45 | 48 | 27 | 20 | 8 | 38 | 17 | 13 | 28 | 30 | 25 | 27 | 348 | -41% | |
| Dr 2 Year 2 | 18 | 78 | 117 | 156 | 195 | 234 | 273 | 312 | 351 | 390 | 429 | 468 | 468 | 15% | -3% |
| % Difference | -55% | -66% | -100% | -125% | -156% | -188% | -200% | -209% | -218% | -227% | -236% | -245% | -245% | 15% | -3% |

| All Dept | Months | | | | | | | | | | | | | | |
|----------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|-------------|------|--|
| Physician/Year | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER | Grand Total | | |
| Dr 1 Year 1 | 145 | 178 | 221 | 264 | 307 | 350 | 393 | 436 | 479 | 522 | 565 | 608 | 608 | 367% | |
| Dr 2 Year 1 | 303 | 221 | 138 | 58 | 171 | 444 | 243 | 64 | 300 | 413 | 518 | 434 | 4112 | | |
| % Difference | -52% | -37% | -42% | -79% | -109% | -157% | -184% | -197% | -209% | -220% | -231% | -242% | -242% | | |

| All Dept | Months | | | | | | | | | | | | | | |
|----------------|---------|----------|-------|-------|------|------|------|--------|-----------|---------|----------|----------|-------------|----------------|--|
| Physician/Year | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER | Grand Total | Year over Year | |
| Dr 1 Year 2 | 303 | 362 | 203 | 247 | 281 | 319 | 348 | 314 | 319 | 319 | 278 | 362 | 362 | 5% | |
| Dr 2 Year 2 | 608 | 608 | 608 | 608 | 608 | 608 | 608 | 608 | 608 | 608 | 608 | 608 | 608 | 300% | |
| % Difference | -50% | -40% | -66% | -59% | -53% | -47% | -40% | -37% | -47% | -47% | -54% | -40% | -40% | | |
