Two Keys to Small Medical Practice Survival

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Looking for longevity as a medical practice? Joshua Halverson of ECG Management Consultants offers tips on survival and how to increase your practice's value.

Source: Physicians Practice

Small medical practices have some large obstacles in front of them, ranging from federal mandates to competition from bigger players in their own backyard.

But it is possible to survive and thrive as a small office. In this video, Joshua D. Halverson, a principal with ECG Management Consultants, offers insight on areas of your practice to explore and improve, as well as how to evaluate and promote the unique value your office provides as a leverage tool for payers or potential partners. Halverson was a presenter at the 2014 Medical Group Management Association Annual Conference in Las Vegas.

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