



DR. MAIYSHA

• **LIVE** SESSIONS

Start Your Business

DR. MAIYSHA

WEEK 1:
**Starting a
Telemedicine
Practice**



#1 - Shaping a Strategy

Whether you are thinking about adding telemedicine to your existing practice or starting from scratch, there are some important things you need to consider before taking the first steps. Not only from a medical perspective, but from a business standpoint.



#1 Define Your Strategy and Goals

Why are you starting or transitioning to telemedicine? The situation nowadays gives enough reason, which makes it an obvious option. But you want to pan out and look at the bigger picture. Will you continue with telemedicine after the situation changes? If so, you need to dig deeper and select a main goal.

- Is your goal to use this as a main income or a source for extra income?
- Or will you use this as a way to attract new patients to your main practice?
- Or to use this as an opportunity to be location independent?

#2 Define Your Business Model

- Will you be 100% virtual?
- Will it be a hybrid model practice?

Consider if one-on-one meeting with your patients can be done through distance or if it's absolutely necessary to have face-to-face appointments. Also consider potential referral sources or partner docs in your area.

#3 Rethink Your Strategy

After having a more realistic view due to choosing your business model, perform some tweaks based on that. Think about the pricing model: Insurance or cash based? Also think about it from a geographical (hybrid or fully virtual) standpoint. Your strategy has to be structured for a specific type of patient, or types of conditions, or types of visits.

#4 Be Completely Local

Focus on a specific city or state. Of course, in this particular time the laws are not strict and we can practice across state lines. But who knows how long it will be like this. Always check the laws, requirements for licensing, the Medical Board, etc.

#2 - How to Build Your Team

As you figure out the purpose and goals for your practice, you want to know what kind of team that you're going to need to help you smoothly implement the process.



#1 Define Your Team According to Your Strategy

Based on your goals and your strategy, set up your supporting staff.

- For a 100% virtual business: You may have a virtual assistant (for scheduling, emails, posting, etc) and/or a virtual medical assistant (supporting medical role). Virtual may sound simple and like you can handle it all, but it's essential to have someone supporting you.
- For a hybrid business: You likely already have an in-house staff. It's important to incorporate them to your virtual strategy as well. With a new platform, new tasks will emerge.

#2 Cross-Train Your Staff and be Clear About Their Accountabilities.

This is especially helpful when there are extremely urgent tasks and one isn't available. When cross-training, different people are able to assume different roles, so you have a backup. For example, you could have a billing staff that's cross-trained for appointment setting and vice versa. Use this to effectively grow your practice and diversify your team's accountabilities, that way you can focus on your own tasks.

#3 Take Into Consideration Non-Clinical Staff

Remember that you should also add team members that are more from an entrepreneurial standpoint, but totally necessary to get your business off the ground. For example:

- Web designer: To build your webpage and active platforms like a scheduler or appointment settings.
- Attorney: To help you put together contracts or agreements.
- Accountant: Keeping your numbers in order from the start will help you along the way and while reaching the top.

#3 - Technology

Make sure you have the right technology in place. We're talking about the platform you'll use to communicate with your patients or clients.



#1 Budget

You will need a platform that allows for video visits and an electronic health record or electronic medical record. There are some systems that have both functionalities incorporated, but they can be quite expensive.

When you're first starting out with a tight budget, you can use different platforms. Zoom Business (after they did some updates on their security settings) is a solution for video calls, as well as Spruce . For electronic medical record, a popular one is Practice Fusion.

#2 Easy to Use

It needs to be simple to use. Both for you and for your staff. If you are a tech rockstar and adapt easily to technology, but your staff is struggling... that isn't going to end well.

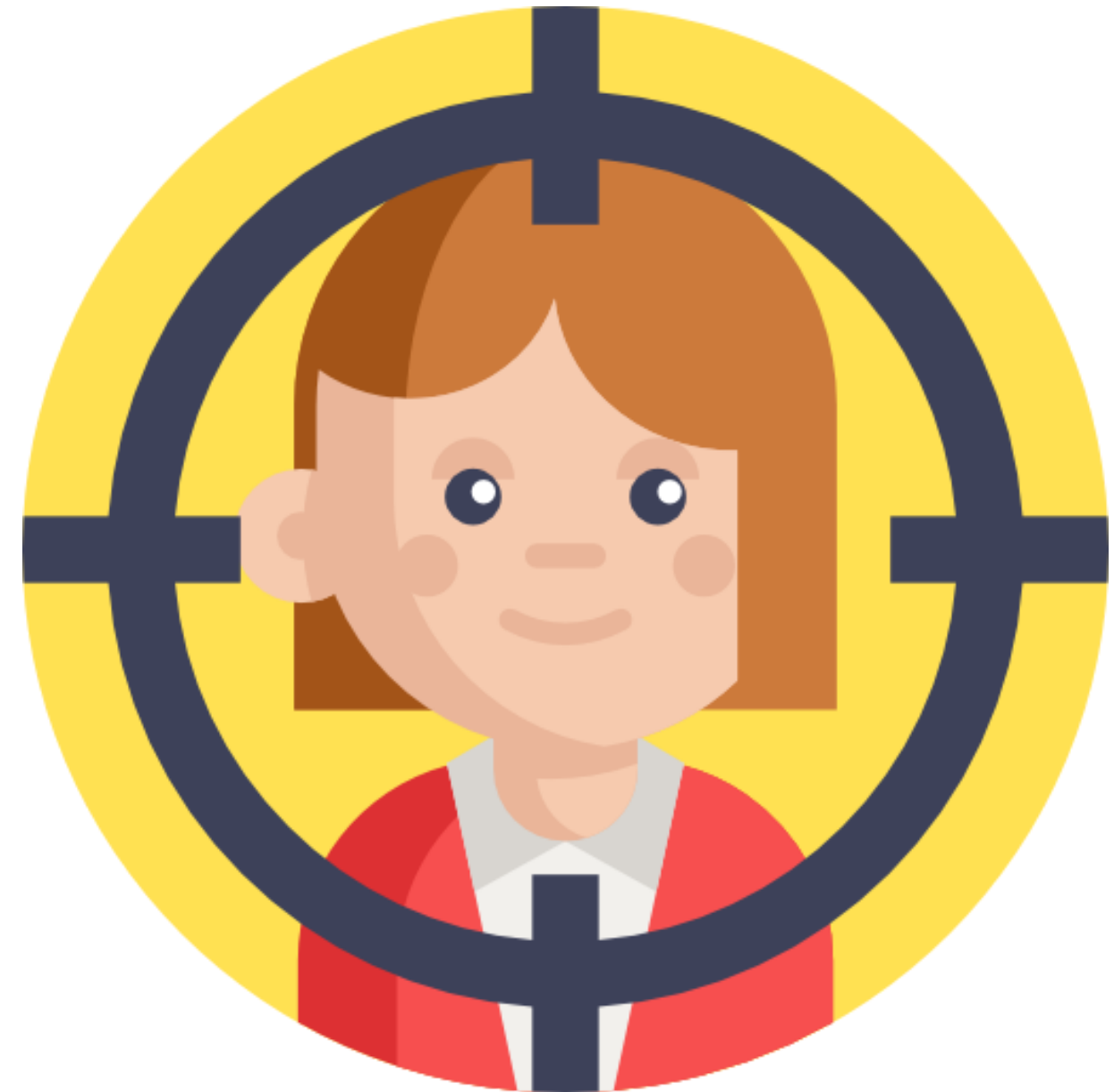
#3 Make Sure You Integrate Payments

You need a system that integrates billing, or easily integrates for third-party billing solutions if you chose the insurance model. Payment methods should be available for direct payments.

Keep in mind you can always change your mind about these methods and go from insurance to cash or vice versa.

#4 - Marketing

This is one of the hardest parts for people in our industry, because we are used to people coming to us instead of reaching out to them. But when you step into the world of entrepreneurship, you have to think strategically and enter the marketing game.



Do Your Research

Don't jump in and think later. You could lose a lot of money and time in tactics that will lead you nowhere. A proper strategy in which you have defined your goals, your ideal client/patient, and the necessary research will give you the data you need, and you'll be able to answer some questions like:

- What problems does your ideal patient currently have?
- Which of those problems are you solving?
- What's the average income of your ideal patient?
- How much is your ideal patient willing to pay to solve that problem?
- Where can you find them?
- What do they usually do during the day?
- What's the tone of voice they usually respond to?

This data will help you put in order tactics, timelines, and places where you can reach out to them. Be patient with the process, go through the research first.

Ready to Get Started? "**Schedule a Free Strategy Call w/Dr. Maiysha**"
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