Newly released Podcast Interview Asks Physicians and Office Administrators, 'How Much Does it Cost You to See a Patient?'

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Phoenix, MD (PRWEB) September 5, 2007 -- Newly released podcast interview asks physicians and office administrators, "How much does it Cost You to See a Patient?" Owen Dahl, author of Think Business! Medical Practice Quality, Efficiency, Profits discusses patient satisfaction, the no-show rate, overtime costs, and what it can mean to the practice to see just one additional patient per day.

Free podcast Interview at www.soundpractice.net with Owen J. Dahl, MBA, FACHE, CHBC and Author of Think Business! Medical Practice Quality, Efficiency, Profits.

When a physician or practice administrator is asked, "How much does it cost to see a patient?" The most common answer is "I don't know," followed by some dollar amount like $55. Why $55, "because that is what we charge for an office visit."

In a 20-minute podcast recorded today, Nancy Collins, Publisher of The Journal of Medical Practice Management® interviews Owen Dahl on why a physician needs wise management of costs and an understanding of revenue enhancement to assure long-term practice success.

Owen Dahl is a nationally-known speaker, consultant and author in medical practice management. In the podcast, Dahl addresses fixed, variable, direct and indirect costs with practical examples of what costs in the practice can be controlled. Physicians may think it is the office supplies, but analysis of the payroll may yield larger savings. Also hear his expert comments about patient satisfaction, the no-show rate, overtime costs, and what it can mean to the practice to see just one additional patient per day.

And, if physicians like what Owen Dahl is describing in the free 20-minute podcast, they will appreciate what he is saying in his new book, Think Business! Medical Practice Quality, Efficiency, Profits.

According to Nancy Collins, President of Greenbranch Publishing, "No longer can the business of the medical practice be based on the intuition of the physician or office manager. Owen Dahl in Think Business! decodes business theories and applies them to today's practice. Far beyond marketing, human resources, finances and patient-orientated services, this book will revolutionize how you think about your medical practice."

Filled with winning techniques - Think Business! Includes:

- Financial fundamentals - keeping tabs on the practice
- Employees as assets: How to recruit and retain them
- How to differentiate your practice from your competition
- Setting the stage for pay-for-performance and quality of care
- Motivate employees to build great teams; it's not only about money!
"If you own, run, or have anything to do with a medical practice, you must read this book."

It is time to bring solid business principles to the medical practice. Listen to Owen Dahl at www.soundpractice.net and order his book at www.thinkbusiness.md or by calling (800) 933-3711.

Think Business! Medical Practice Quality, Efficiency, Profits

Greenbranch Publishing, paperback, 225 pages
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www.thinkbusiness.md; www.mpmnetwork.com

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www.thinkbusiness.md; www.mpmnetwork.com

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Greenbranch Publishing, LLC, with headquarters in Phoenix, Maryland, is a privately held firm founded in 1998. The company is a leading media company and publisher of medical practice management titles, electronic media and audio conferences for physicians, practice administrators and office practice managers.


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