



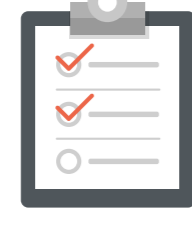
BEYOND-THE-BASICS: 5 THINGS TO CONSIDER BEFORE **OPENING A NEW PRACTICE**

To set your new practice up for success, Kareo recommends looking beyond the start-up basics as outlined below. These recommendations will help you to optimize your practice, get paid quicker, and minimize staff burnout. For a more comprehensive list of action items, download our [New Start Up Checklist](#).

1 **In addition to purchasing technology, consider implementing an all-in-one solution. An integrated solution will:**



Reduce steps on a variety of workflows – from clinical to billing to patient engagement.



Save time and reduce errors by eliminating double entry into different systems.



Store your data in one central area. That means no more logging into multiple systems to compare data. And only one vendor to call if you have [questions](#).



For a vendor you can partner with to streamline your workflow processes while growing your practice, visit us at [Kareo.com](#).

2 **When establishing a patient financial policy, include multiple ways for patients to pay the day of their visit and for future payments. For example:**



Look for a [payment terminal](#) that accepts a variety of payments including those from Google Pay, Microsoft Pay, and Apple Pay.



Ask patients for their credit card information so they can easily make monthly payments. With [Kareo Engage](#), you can receive credit card authorization.

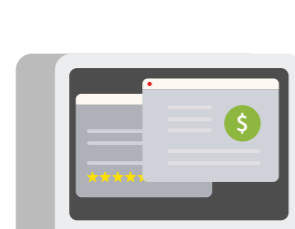


According to a 2016 Fiserv annual billing household study, 71% of consumers reported that having multiple billing and payment options increase their satisfaction. Patients have continually shown that they are more likely to pay, and pay on time, when more payment options are available.

3 **When hiring employees and setting up roles, maximize the duties of non-physician staff members. For example, you can:**



Leverage the power of your staff by having them work to their highest credentials. A nurse practitioner and PA can help off-load tasks that you would normally perform yourself.



Empower your office manager to run front-office operations, including marketing activities such as managing online reviews and social media. Leveraging technology will help remove administrative burdens and give everyone more time to focus on patient care.



For more practice workflow tips, [download our guide](#), *Optimize Your Care Delivery Workflow to Save Time and Increase Revenue*.

4 **When creating a basic marketing plan to publicize your new practice, don't skip building an online presence. This helps you to:**



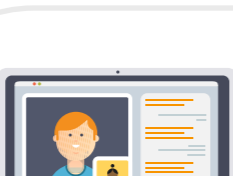
Get new patients and keep them. Being active on social media platforms such as Instagram, Facebook, and Pinterest, keeps you in front of current patients and make it easier for them to refer you to their friends and family.



Look professional and more welcoming when you have an attractive and informative website. If you can, include photos of your staff and practice, list your services and policies, and provide forms for patients to download prior to their office visit.

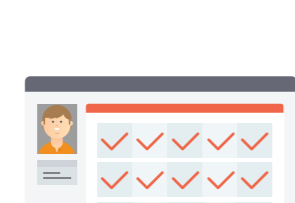


Improve your online reputation and search engine ranking when you leverage positive patient reviews and respond to both positive and negative reviews.



According to Statista, there were 247 million internet users in US as of 2019. For help with your practice online profile and reviews, visit [Kareo.com/engage](#).

5 **When training staff on how to run the practice and work with patients, leverage technology to create a more consumer-centric experience. Technology can help you offer:**



[Patient Online Scheduling](#) and intake forms, allowing patients to make an appointment and complete forms on their own time, without calling the practice.



Better communications to your patients through automated text appointment reminders, text messages, and help with creating practice newsletters.



Educational information to patients in your waiting room through queuing screens or digital displays, utilizing waiting time to educate patients and families on important healthcare topics.



For more information on how to improve patient care and increase practice revenue with comprehensive patient experience that includes online scheduling, appointment reminders and more, visit us at [Kareo.com/patient-experience](#).



For more information, download our free guide, *A Constructive Guide to Starting a New Practice* at [Kareo.com/dl/gu_3481](#)