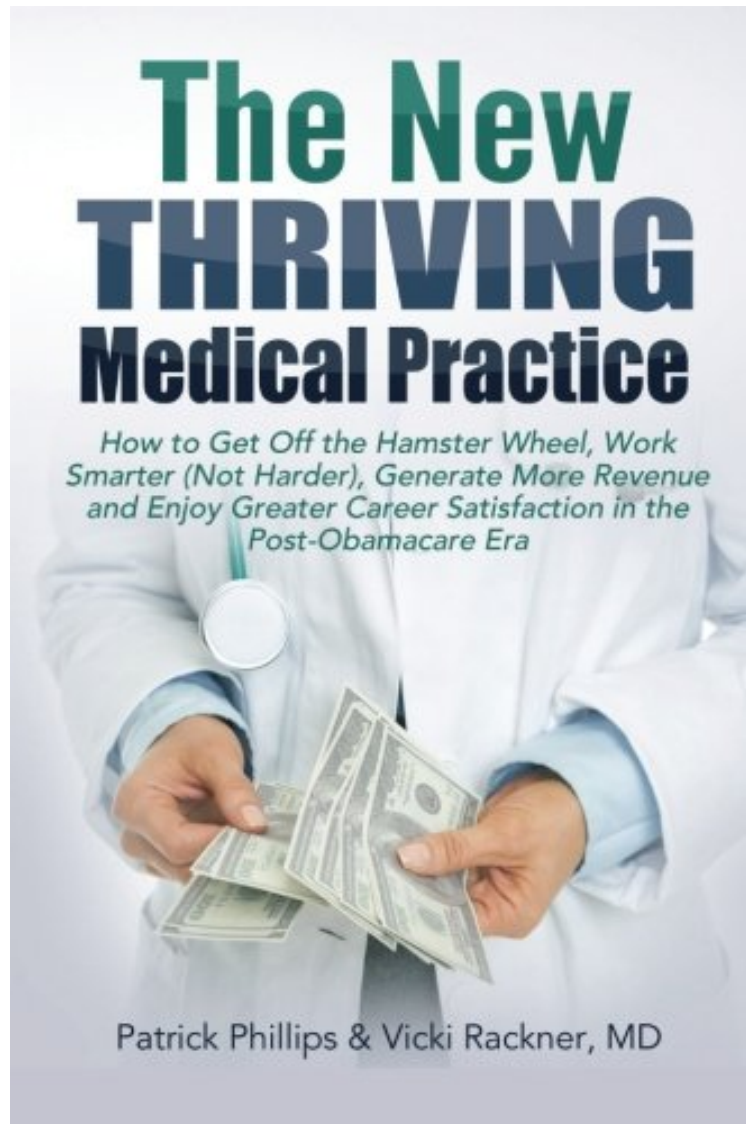


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## **The New Thriving Medical Practice: How to Get Off the Hamster Wheel, Work Smarter (Not Harder), Generate More Revenue and Enjoy Greater Career Satisfaction in the Post-Obamacare Era**

*Patrick Phillips, Vicki Rackner MD*

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You cannot serve patients if you cannot meet your payroll. This book will tell you how to get your practice past profitable and thrive in the post-Obamacare era. Most physicians have little or no training in the business aspect of running a medical practice. This book, written by a retired general surgeon and a physician consultant, will correct that. Every aspect of a medical practice is covered, including a proven formula for medical practice success, new beliefs about sales and marketing, how to offer an extraordinary experience for patients, creating a magnetic online reputation, how to find any and all leaks in your cash-flow immediately, how to perform a medical practice makeover, how to build a thriving network of referrals, how to identify profitable activities in your practice, how to perform a medical practice makeover, how to build a thriving network of referrals, how to find any and all leaks in your cash-flow immediately and more. Patrick Phillips is Chairman of the Medical Revenue Management Association of America, the nation's largest network of certified medical billing experts. He serves on the Editorial Board of BC Advantage Magazine and hosts a weekly webcast on business and success for physicians, entrepreneurs and small business owners. Dr. Vicki Rackner is a retired general surgeon and a nationally noted expert, author and speaker. After treating thousands of patients over her medical career and holding a clinical faculty appointment at the University of Washington School of Medicine, she left the operating room to help doctors and other medical stakeholders partner more effectively.