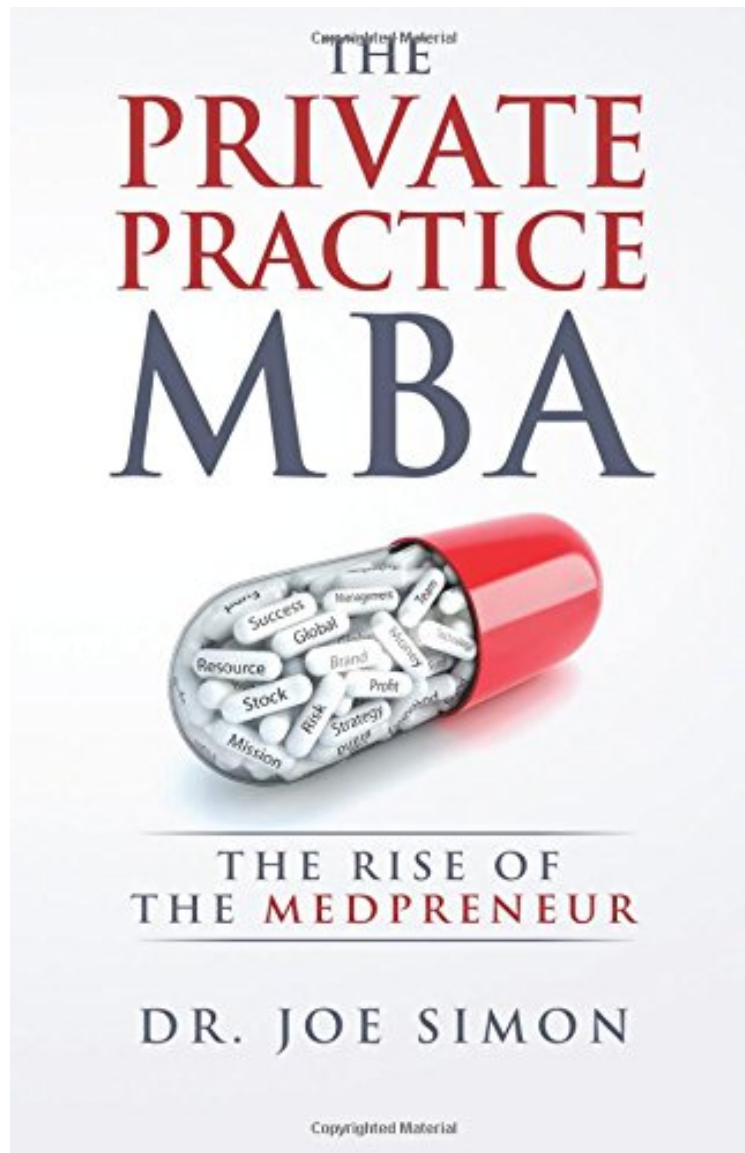


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The Private Practice MBA: The Rise of the Medpreneur

Dr. Joe Simon

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Irsquo;m Dr. Joe Simon, and in a nutshell, I love seeing people thrive. Thatrsquo;s why I do what I do, and thatrsquo;s why Irsquo;ve written this book. Irsquo;m a practitioner, just like you are, or maybe soon will be. I trained as a physical therapist, so itrsquo;s an area I always keep an especially close eye on. But this book is about all Medpreneurs, of course, and Irsquo;m more than confident that the lessons Irsquo;ve put forward here will apply to all health care practitioners who are part of this ever-growing and lucrative trend of the cash-based practice. I coach clients every day who are working on starting their own practice, or who have one already but want help making it grow or preventing it from failing. I started because it was something I had a passion and a talent for, and Irsquo;ve only become better at it. Irsquo;ve helped over 13,000 practitioners to date, and I keep doing it because itrsquo;s what I love. I love the marketing and sales aspects, and I love the interpersonal aspect even more. I know this is what Irsquo;m good at, and I know what you are good at. And I know what it is you need to work on if you want to make your practice explode with success in the coming years. As I take you through the journey of this book, I want to give you a lot of my own advice on starting, running, growing, and promoting a cash-based, out-of-network private practice. And Irsquo;m also going to supplement that knowledge with examples and stories of other practitioners whom I know and have dealt with. As yoursquo;ll see, a huge key to success in the private practice world is in finding your niche, and a personsquo;s niche is personal and unique enough that I want you to know how other people like you and me have found theirs. Irsquo;d like to think of this book as part of an education. Some things you pay for to make yourself better, and education tends to be one of them. What I am giving you here is an education on how to make your practice better. This book isnrsquo;t the only step, because it wouldnrsquo;t be possible to teach everything in one book. Your effort, time, and monetary investment will determine how well-educated you become in regards to running your practice. But I try to give away as many strategies as possible, and Irsquo;m always here in my coaching capacity to help people who want to implement these strategies.