

## Case Study

### Easing the Pains of Relocation Physician Office

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Number of Locations: 1  
Number of Physicians: 1

#### CHALLENGE:

A family practitioner had been recruited by a hospital to practice in an underserved area. Since the family practitioner still had six months before his residency was complete and he was ready to sit for boards, the recruiting hospital suggested he obtain external assistance to help in his relocation.

#### Concerns for the practice were identified, including:

- Family practitioner was in the south with relocation to the midwest.
- Corporate structure had been determined and CPA selected, but a budget had not been developed nor financing obtained.
- Office space had been identified and finished, but not furnished.
- Family practitioner wanted to see patients "Day 1" upon arrival in the midwest.

#### ACTIONS:

#### The entire start-up was handled long-distance, *before* prevalence of the Internet and e-mail.

- Budget and working capital financing was established.
- Consultant furnished office and equipment, negotiated rates and delivery schedules.
- Third party payers were contracted, including Medicare.
- Employees were hired and trained.
- Internal processes were developed and implemented.
- Billing service was contracted and staff trained.

#### IMPACT:

When the family practitioner arrived in his new office, infrastructure was in place and patients were scheduled!