

A Mélange of Helpful Advice

Need to improve your leadership skills, workflow, marketing, stress levels, or quality scores? Read on.

This issue is filled with helpful advice on a diverse group of topics – leadership, workflow, marketing, stress reduction, and quality reporting – all of which speak to our mission of helping you build a rewarding practice, one where you can be successful, effective, and happy.

Leadership. In our new “Employed Practice” department, Arnold Cuenca, DO, CAQSM, FAAFP, introduces the topic “How to Be a Leader When You Are Not ‘the’ Leader” (see page 10). Leadership is about more than titles. This article discusses how all physicians can and should be “servant leaders” to their patients, their staff, and even their administration.

Workflow. Christine A. Sinsky, MD, FACP, Thomas A. Sinsky, MD, FACP, and Ellie Rajcevich present the important topic of pre-visit planning in “Putting Pre-visit Planning Into Practice” (see page 34). Their article is a must read for every provider interested in being more efficient in their daily workflow and more proactive in their care.

Marketing. What are your patients saying about you online? “Establishing and Protecting Your Online Reputation” (see page 29) by Rodney Gin, MD, leads you into the “Wild West” of online reviews. How do you deal with bad reviews? How do you improve your reviews? Read this article for useful tips.

Stress reduction. Do you feel overwhelmed and on the edge of burnout? “Eight Ways to Lower Practice Stress and Get Home Sooner” (see page 13) by Dike Drummond, MD, is the second in our three-part series on physician burnout. This article offers practical suggestions on how to reduce stress in your work life and make your day easier.

Quality reporting. What is a QRUR, and why should you care? The article by Heidi Robertson-Cooper, MPA, titled “What You Need to Know About the New ‘Quality and Resource Use Report’” (see page 19) introduces a report card you’ve probably never seen before for a Medicare program you’ve probably never heard of before. That program, called the Value-Based Payment Modifier (<http://go.cms.gov/1GIF9ED>), will affect your Medicare reimbursement, if not this year, by no later than 2018. To learn more about the QRUR report card, be sure to read our article.

I hope you find the information in these articles stimulating and actionable. Please let us know what you think. Email us at fpmedit@aafp.org.



Kenneth G. Adler, MD, MMM, Medical Editor
fpmedit@aafp.org

MEDICAL EDITOR

Kenneth G. Adler, MD, MMM

EXECUTIVE EDITOR

Leigh Ann Backer

SENIOR EDITOR

Brandi White

ASSOCIATE EDITOR

David Twiddy

ASSISTANT MANAGING EDITOR

Lindsey Hoover

ART DIRECTOR

Christine Schneider

EDITORIAL ADVISORY BOARD

John Bachman, MD, Rochester, Minn.
Jennifer L. Brull, MD, FAAFP, Plainville, Kan.
Arnold Cuenca, DO, CAQSM, FAAFP, Oceanside, Calif.
Russell W. Kohl, MD, FAAFP, Stillwell, Kan.
Sumana Reddy, MD, FAAFP, Salinas, Calif.
Sumi Sexton, MD, Washington, D.C.

CONTRIBUTING EDITORS

Alice G. Gosfield, JD;
Cindy Hughes, CPC, CFPC; Kent J. Moore

DIRECTOR OF JOURNAL MEDIA

Stephanie Hanaway

SENIOR OPERATIONS MANAGER

Darren Sextro

ADMINISTRATIVE COORDINATOR

Marilyn Harvey

ADVERTISING BUSINESS MANAGER

John Payne

DIRECTOR OF ADVERTISING SALES

John Molluso

NATIONAL ACCOUNT MANAGER

Mickey Cotter

ADVERTISING SERVICES SPECIALISTS

Frances Clay, Linda A. Porter

ADVERTISING SALES OFFICE MANAGER

Karen O’Leary

MANAGER OF CONTENT SALES AND DISTRIBUTION

Susi Cordill

CONTENT SALES AND DISTRIBUTION STRATEGISTS

Alan Fagen, Rebecca Harp

MARKET INSIGHTS MANAGER

Tiffany M. Long

MARKET INSIGHTS SPECIALIST

Melissa Lavenbarg

PRODUCT STRATEGIST

Mary Reilly

PRODUCTION DIRECTOR

Bret Taylor

PRODUCTION GRAPHICS MANAGER

Stacey Herrmann

GRAPHIC ASSOCIATES

Bryan Colley; Debra Rodriguez

DIGITAL PRODUCTION SPECIALIST

Evan Palmer

EXECUTIVE VICE PRESIDENT

Douglas E. Henley, MD

VICE PRESIDENT FOR JOURNAL MEDIA DIVISION AND STRATEGIC PARTNERSHIPS

Craig Doane