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NINETY NINE HEALTHCARE MANAGEMENT



STARTING A MEDICAL PRACTICE IN TEXAS: YOUR ESSENTIAL GUIDE TO SUCCESS

From laying the administrative groundwork to crafting a compelling brand identity, we'll illuminate how to open a medical practice in Texas. We explore:

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|-------------------------------------|-------------------------|
| 1. Administration & Preparation | 6. Credentialing |
| 2. Office & Facilities | 7. HR & Staffing |
| 3. Equipment and Supplies | 8. HIPAA & Compliance |
| 4. Technology | 9. Business Development |
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STARTING A MEDICAL PRACTICE IN TEXAS: YOUR COMPREHENSIVE GUIDE TO SUCCESS

Imagine standing at the threshold of your own medical practice, a dream nurtured through years of dedication, late-night study sessions, and countless hours spent caring for patients.

The journey to this moment has been long and filled with challenges, but now the idea of creating a space where you can make a difference is finally within reach.



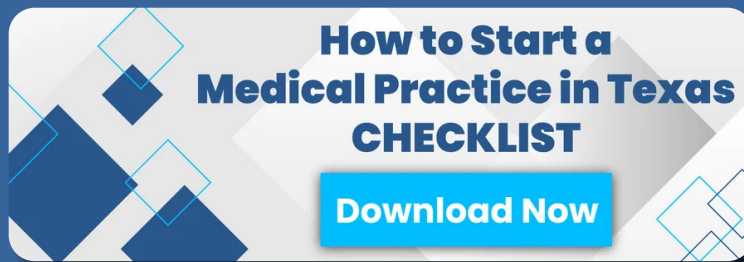
However, starting your own medical practice in Texas isn't easy. [The path from concept to reality can be daunting](#), with a maze of decisions, regulations, and preparations standing between you and the doors of your new practice.

This guide will help you think through how to start your own medical practice, ensuring that nothing is overlooked and that you can focus on what matters most: providing exceptional patient care.

Whether you're a seasoned professional branching out or a newly trained physician ready to take the leap, this guide will help you navigate the complexities of starting a medical practice in Texas with confidence and clarity. From choosing the right location to securing financing and assembling your team, we've compiled the essential tasks into a streamlined process that will lead you to success.

FREE DOWNLOAD: HOW TO START A MEDICAL PRACTICE CHECKLIST

There are a lot of steps to starting a medical practice. We've condensed the steps into a helpful checklist that you can download:



1. ADMINISTRATION AND PREPARATION

[Setting up the administrative foundation](#) for your medical practice is critical to ensuring smooth operations and compliance with regulations. Here are some essential tasks you'll want to take care of:

DEVELOP POLICIES AND PROCEDURES

Creating comprehensive policies and procedures allows you to maintain consistency and compliance within your practice. Clear policies and procedures help protect your practice from legal issues. These documents should cover several operational aspects, including:

- **Patient care protocols**
- **Employee conduct**
- **Privacy practices**
- **Billing procedures**

OBTAIN MEDICAL LICENSES

Before practicing medicine in Texas, physicians must navigate a [two-step medical licensing process](#), starting with pre-licensure screening through the [Licensure Inquiry System of Texas](#) (LIST). This initial stage ensures all necessary documents are in order but doesn't confirm eligibility.

Once completed, the application moves to the licensing stage, where a detailed review is conducted, typically taking around 41 days. Applicants should monitor their LIST account for updates and additional document requests.

To expedite the process, applicants should prepare accurate and up-to-date documentation, follow instructions carefully, and respond honestly to questions about professionalism. The entire process for obtaining a Texas medical license generally takes at least a month. This makes early preparation crucial, especially for those starting a medical practice simultaneously.

OBTAIN INSURANCE COVERAGE

Business and medical liability insurance protects against financial risks and legal liabilities that could arise during operations. These insurances serve distinct but complementary purposes, ensuring the practice's stability and safeguarding its reputation.

- **Business Insurance:** Covers potential losses due to property damage, theft, or liability claims.
- **Medical Liability Insurance:** Often referred to as malpractice insurance, this policy provides targeted protection against claims arising from medical errors, omissions, or professional negligence.

(More insurance needs discussed below.)



2. OFFICE AND FACILITIES



Your office space is an extension of your brand. By prioritizing convenience and functionality, you can create a welcoming and efficient environment that fosters a positive patient experience.

When starting your own medical practice in Texas, selecting a location, securing a space, and equipping it go hand-in-hand with creating a welcoming and efficient environment for patients and staff. Here are some critical aspects of selecting and setting up your medical office, from choosing the right location to ensuring compliance with local regulations:

MEDICAL PRACTICE LOCATION SELECTION

The success of your medical practice can hinge on the location you choose. Factors such as patient demographics, accessibility, proximity to hospitals, and competition should all play a role in your decision. Prioritize areas easily accessible to your target patient population. Consider factors like proximity to public transportation, parking availability, and visibility from main roads. Choose a location with room for expansion as your practice grows. Consider the possibility of adding more exam rooms or staff in the future.

OFFICE LEASE

Negotiate a lease agreement that aligns with your budget and growth expectations. Start by considering key factors such as lease duration, which determines how long you will commit to the space; renewal options, which provide flexibility for extending the lease; and rent escalation clauses, which outline how rent may increase over time. Additionally, consider other terms like maintenance responsibilities, potential penalties for early termination, and any allowances for modifications to the space.

REAL ESTATE LAWYER

Engaging a Texas real estate lawyer is essential when negotiating your office lease and handling other legal aspects of acquiring property. A lawyer can help protect your interests by ensuring that the lease agreement is fair and that you know the zoning laws, property taxes, or other legal requirements that may affect your practice.

FURNISHINGS

Furnishing your medical office requires careful planning to create a functional and comfortable space. Consider the needs of your patients and staff when selecting furniture and equipment. Your reception area should be welcoming and professional, while exam rooms should have the necessary medical equipment and storage. Investing in ergonomic office furniture can also improve staff efficiency and comfort.

- **Reception Area:** Create a welcoming and well-organized space for greeting patients and handling administrative tasks. Consider incorporating technology like self-check-in kiosks to improve patient experience.
- **Exam Rooms:** Equip each exam room with the necessary medical equipment and supplies to conduct consultations and examinations efficiently. The layout should allow for easy movement and access to tools, reducing the time spent on routine tasks and improving patient care.
- **Back Office:** Designate a space for staff to complete administrative tasks, manage records, and collaborate effectively. Utilize technology to streamline workflows and improve data management.

CERTIFICATE OF OCCUPANCY

Before officially opening your medical practice, you must obtain a Certificate of Occupancy. This document certifies that your office space complies with local building codes and is safe for occupancy. The CO is typically required for any new construction or significant renovations and may involve inspections by local authorities.

- **Fire Inspection:** A fire inspection ensures that your medical office meets all fire safety regulations. This may include verifying that fire extinguishers are in place, smoke detectors are functioning, and exits are clearly marked and accessible.
- **Safety Inspection:** Your office will likely undergo a general safety inspection to ensure compliance with local and state regulations. This inspection may cover electrical systems, plumbing, and overall building integrity. Addressing any issues identified during the inspection promptly will help avoid delays in opening your practice.
- **City Inspections:** Depending on your location, you may be required to pass additional city inspections, including health inspections or environmental assessments. These inspections ensure that your practice adheres to local standards and is safe for patients and staff.

SIGNAGE

Proper signage is essential for directing patients to your practice and creating a professional image. Your signage should be visible from the street and compliant with local regulations. Consider working with a designer to create signage that reflects your brand and helps patients easily locate your office. Be sure that your exterior signage follows municipal codes and that your interior signage meets requirements from the [Americans With Disabilities Act](#).

OPTIONAL: LANDSCAPING

Landscaping enhances the exterior appeal of your medical office and creates a welcoming environment for patients. While not mandatory, well-maintained landscaping can contribute to a positive first impression and set your practice apart from others in the area.

OPTIONAL: INTERIOR DECORATOR

Hiring an interior decorator helps you create a cohesive and aesthetically pleasing design for your medical office. An interior decorator can assist with selecting colors, materials, and furnishings that align with your brand and create a calming atmosphere for patients.

3. EQUIPMENT AND SUPPLIES

Starting a medical practice requires the right tools and partnerships to deliver high-quality care and maintain efficient operations. This includes not only essential equipment but also reliable vendors for key services. Below are critical areas to consider:



ESSENTIAL EQUIPMENT AND SUPPLIES

To ensure smooth daily operations and optimal patient care, your practice must be equipped with the following:

- 1. Filing Cabinets and Storage:** Despite the shift to electronic health records (EHR), physical storage remains crucial for paper documents like patient records and billing. Choose lockable, HIPAA-compliant filing cabinets and supplement them with shelving units, supply cabinets, or storage bins to maintain an organized office.
- 2. Exam Room Essentials:**
 - **Examination Tables:** Comfortable, adjustable tables for patient exams.
 - **Medical Instruments:** Basics such as stethoscopes, blood pressure cuffs, and thermometers.
 - **Diagnostic Tools:** Depending on your specialty, you may need EKG machines, ophthalmoscopes, or pulse oximeters.
 - **Personal Protective Equipment (PPE):** Gloves, masks, and gowns to protect patients and staff.
 - **Disposable Supplies:** Stock items like bandages, syringes, and gauze.
 - **Sanitization Supplies:** Include disinfectants, hand sanitizers, and wipes to maintain hygiene standards.
- 3. Petty Cash Box and Book:** A petty cash fund [helps manage incidental expenses](#). Use a secure cash box and maintain a detailed log of all transactions to ensure accountability and ease financial record-keeping.

BUILDING VENDOR RELATIONSHIPS



A [successful practice depends on collaboration with reliable vendors](#). Here's a breakdown of the partnerships you'll need:

1. Essential Services:

- **Diagnostic Services:** If in-house diagnostics aren't feasible, partner with reputable providers for lab tests, X-rays, and MRIs.
- **Medical Waste Disposal:** Ensure safe and compliant disposal of biohazardous materials with licensed waste management services.

2. Operational Support:

- **Janitorial Services:** Contract reliable cleaning professionals to maintain a sanitary environment.
- **Maintenance Services:** Regular equipment servicing and facility upkeep are vital for uninterrupted operations.

3. Administrative and Legal Services:

- **Practice Management:** Consider outsourcing appointment scheduling, EHR management, and billing to specialized firms.
- **Medical Billing and Credentialing:** Credentialing companies can streamline insurance claims and provider enrollment.
- **Accounting and Legal Firms:** Hire Texas-based accountants for tax and bookkeeping services and legal experts to navigate healthcare regulations.

4. Staffing and HR:

- **HR Management:** Use HR firms for payroll and employee benefits management.
- **Staffing Agencies:** Simplify hiring by partnering with recruitment agencies familiar with the medical field.

5. Marketing and Financial Growth:

- **Marketing Services:** Collaborate with agencies specializing in healthcare to attract new patients.
- **Collection Agencies:** Partner with firms experienced in recovering unpaid patient bills.

4. TECHNOLOGY



[Technology is vital for modern medical practices](#), streamlining operations, enhancing communication, and improving patient care delivery. Here's a breakdown of the essential tech solutions to consider:

CONNECTIVITY: THE FOUNDATION

- **Reliable Internet Access:** Secure a high-speed internet connection to support all your technology needs.
- **Dual Wi-Fi Networks:** Establish separate Wi-Fi networks for staff and patients. This ensures patient privacy and prioritizes bandwidth for critical practice functions.

COMMUNICATION ESSENTIALS

- **Phone System:** Choose a reliable phone system that ensures clear communication throughout the practice and with patients. Consider options like voicemail and call routing for improved call management.
- **Answering Service:** An answering service can ensure you don't miss important calls after hours or during peak patient volume.

DOCUMENT MANAGEMENT AND COMMUNICATION

- **Copier with Scanning:** A multi-function copier with scanning capabilities allows for efficient paper management and electronic document storage.
- **Dictating Equipment (Optional):** If you utilize dictation for patient notes, invest in HIPAA-compliant dictation software and hardware.
- **Fax Machine (Optional):** While faxing is becoming less common, some healthcare providers may still require it. Evaluate your specific needs before investing in a fax machine.

MEDICAL OFFICE COMPUTER SYSTEM



Investing in a robust and integrated medical office computer system is crucial for efficient practice management. This system should ideally include the following components:

- **Hardware:** Reliable computers and network infrastructure to support your software applications.
- **Software:** Choose a user-friendly and HIPAA-compliant software suite encompassing:
 - **Electronic Health Records (EHR):** Maintain secure and readily accessible electronic patient records for improved care coordination and streamlined billing.
 - **Digital Forms:** Utilize digital forms for patient intake, questionnaires, and other documents to enhance efficiency and data collection.
 - **Patient Portal:** Provide patients with a secure online portal to access their medical records, request appointments, and communicate with your practice.
 - **Practice Management System:** Integrate a practice management system for tasks like scheduling, billing, coding, and claims submission.

OPTIMIZING EFFICIENCY WITH TECHNOLOGY

Beyond the core functionalities, explore additional [technology solutions to streamline workflows](#) and enhance patient care within your practice. Consider options like:

- **Telemedicine Platforms:** Offer virtual consultations for enhanced patient convenience and accessibility.
- **Appointment Scheduling Apps:** Integrate online appointment scheduling tools for patient self-service.
- **AI-powered Solutions:** Explore AI tools for appointment scheduling, claims processing, and patient intake questionnaires.

5. BILLING, CODING, AND DOCUMENTATION



Effective financial management, billing, and documentation practices are critical to ensuring financial health and operational efficiency. Here's a comprehensive guide to help you establish and streamline these processes:

ESTABLISHING YOUR FINANCIAL FOUNDATION

Before diving into the specifics of your medical practice, it's crucial to establish a solid financial foundation. This involves carefully considering your business structure, budgeting for expenses, and setting up efficient billing and payment systems.

DETERMINE THE BUSINESS MODEL AND TAX STRUCTURE

The business model you select — whether a [sole proprietorship, partnership, limited liability company \(LLC\), or corporation](#) — will impact your tax obligations, liability, and overall management of the practice. [Consulting with a healthcare management company](#), financial advisor, or attorney can help you understand the implications of each option and choose the structure that best aligns with your goals and risk tolerance.

ESTABLISH A COMPANY AGREEMENT

A company agreement is a legal document that outlines your practice's ownership, management, and operational guidelines. It can include details about:

- **Profit-sharing**
- **Decision-making processes**
- **The roles of each partner or member**

A well-drafted company agreement helps prevent disputes and ensures all parties are on the same page.

DETERMINE SETUP COSTS AND EXPENSES

Initial setup and [ongoing medical office operating expenses](#) include leasing or purchasing office space, purchasing equipment and supplies, hiring staff, and setting up technology systems. Additionally, you'll need to budget for marketing, legal fees, and other miscellaneous expenses. Understanding these costs upfront allows you to plan your finances more effectively and avoid unexpected expenses.

CALCULATE OVERHEAD

[Overhead medical practice expenses](#) are the ongoing costs required to run your practice. These include rent, utilities, salaries, insurance, and office supplies. Accurately calculating your overhead is essential for setting appropriate fees, managing cash flow, and ensuring profitability.

DEVELOP A STANDARD DOCUMENT FOR LOAN AND CASH FLOW PROJECTIONS

This document should include projected income, expenses, and cash flow for at least the first year of operation. It's also a valuable tool for evaluating the financial health of your practice and making informed decisions about growth and investments.

BILLING SOFTWARE VS. OUTSOURCED SERVICES

Effective billing is critical for revenue cycle management. You have two primary options:

- **In-House Billing Software:** Provides control over the billing process and can integrate with your practice management system. However, it requires dedicated staff and ongoing management.
- **Outsourced Billing Services:** A third-party service can handle all aspects of billing, from submitting claims to managing denials, allowing your staff to focus on patient care.

ESTABLISH FEE SCHEDULE

Your fee schedule should reflect the costs of providing care, overhead expenses, and competitive rates in your area. Ensure that your fees comply with payer contracts and regulatory guidelines.

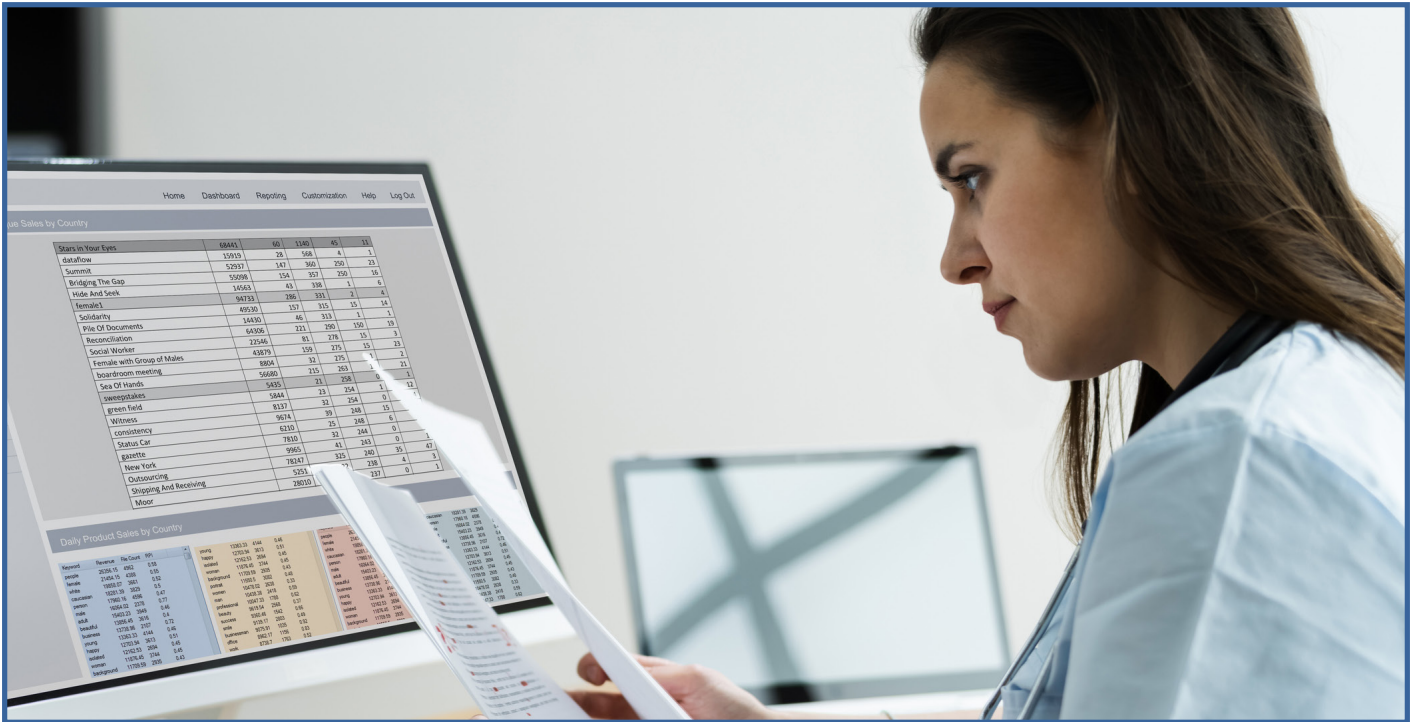
CMS 1500 CLAIM FORMS

Utilize CMS 1500 claim forms to bill Medicare and many private insurance companies. Ensure your practice has a supply of these forms or uses billing software capable of generating and submitting paper claims in the required format when you're unable to send claims electronically.

ESTABLISH PATIENT FINANCIAL POLICY

A clear patient financial policy outlines billing procedures, payment options, and policies for handling unpaid balances. Communicate this policy to patients in writing and during visits to set expectations and reduce the likelihood of payment disputes.

MANAGING BANKING AND FINANCIAL TRANSACTIONS



Choosing the right banking services is essential for efficiently managing your practice's finances. Consider working with a bank that understands the needs of medical practices and can offer services like business checking accounts, credit lines, and loans tailored to healthcare providers.

- **Financing:** Financing is often necessary to cover the initial setup costs and any subsequent expansions of your practice. Consider different financing options, such as traditional bank loans, lines of credit, or Small Business Administration (SBA) loans.
- **Set Up a Business Checking Account:** This account will be used for all business-related transactions, including paying bills, managing payroll, and depositing patient payments. Choose an account that offers features like online banking, low fees, and easy access to funds.
- **Merchant Services/Credit Card Processing:** To accommodate patient payments, you should set up merchant services that allow for credit card processing. Choose a provider that offers secure, HIPAA-compliant processing with reasonable transaction fees. Be sure to select a vendor that offers online payment capabilities and integrates with your EMR and/or website.
- **Deposit Stamp for Checks:** A deposit stamp simplifies depositing checks into your business account. It allows you to quickly and accurately endorse checks, reducing the risk of errors and making the deposit process more efficient. This tool is useful if your practice handles a lot of check payments.
- **Electronic Draft Transfer:** Setting up electronic draft transfer (EFT) capabilities allows for seamless electronic payments between your practice and insurance companies, patients, and vendors. EFT is faster and more secure than traditional check payments, reducing the time it takes to receive payments and improving cash flow.

CODING AND DOCUMENTATION

Proper medical coding ensures that your practice receives appropriate reimbursement for services rendered, while comprehensive documentation supports patient care and compliance with regulatory standards. Here are some key tools and forms to manage coding and documentation effectively.



CODING BOOKS

The right coding resources like CPT, ICD-10, and HCPCS books are vital for accurate billing and coding. These resources ensure all procedures and diagnoses are correctly captured, minimizing errors and optimizing revenue cycle management.

ESSENTIAL FORMS

Standardized forms are vital for ensuring consistency and accuracy in documentation across your practice. Below are the key forms you should have readily available:

- **Prescription Forms:** Ensure prescriptions are clear and compliant with regulations.
- **New Patient Registration:** Gather vital initial data for new patients.
- **Patient Medical History:** Critical for understanding patient backgrounds.
- **Return to Work/School Forms:** Facilitate communication with employers and schools regarding patient health status.

ADMINISTRATIVE TOOLS

Other administrative tools you should have include:

- **Charge Ticket:** Streamlines the billing process by recording services rendered.
- **Release of Medical Records:** Facilitates authorized sharing of patient data, maintaining confidentiality and compliance.
- **Progress of Medication Notice:** Keeps track of medication efficacy and changes.
- **Hospital Rounds Records:** Ensures continuity of care with accurate daily records.

6. CREDENTIALING

Before opening your doors to patients, your medical practice must complete credentialing processes to ensure compliance and smooth operations. Credentialing verifies your practice's qualifications and allows you to accept insurance from various payers, broadening your reach and enhancing patient access to care. Proper credentialing lays the groundwork for financial sustainability and legal protection.

OBTAIN A GROUP NATIONAL PROVIDER IDENTIFIER

A National Provider Identifier (NPI) is a unique identification number required for healthcare providers in the United States. If you plan to bill insurance companies or government programs like Medicare and Medicaid, you must obtain an NPI for your practice. This identifier is used in all electronic transactions, making it a crucial component of your practice's administrative setup.

OBTAIN TAX/EMPLOYER IDENTIFICATION NUMBER

An Employer Identification Number (EIN) is a federal tax identification number used by the IRS to identify your business entity. It is required if your practice has employees, operates as a corporation or partnership, or withholds taxes on income paid to non-resident aliens. The EIN is also necessary when opening a business bank account, applying for business licenses, and filing tax returns.

REGISTER WITH TEXAS HEALTH MAINTENANCE ORGANIZATIONS/PPOS AND GOVERNMENT PAYERS

To ensure that your practice can accept insurance from payers, you must register with [Texas Health Maintenance Organizations \(HMOs\)](#), Preferred Provider Organizations (PPOs), and government payers such as Medicare and Medicaid. This process, [known as credentialing](#), involves submitting detailed information about your practice and ensuring compliance with payer requirements. This step allows your patients to use their insurance for your services, broadening your potential patient base.

MALPRACTICE INSURANCE

Malpractice insurance is an essential safeguard for any medical practice, providing financial protection against claims of professional negligence or errors in patient care. It covers legal fees, court costs, and settlements or judgments in the event of a malpractice lawsuit. Additionally, malpractice insurance offers peace of mind, allowing you to focus on patient care without constant concern over potential legal and financial risks.

7. HR AND STAFFING

Your staff is the backbone of your practice, providing essential support for delivering quality patient care. Starting a medical practice in Texas requires a competent and dedicated team. Here are some key HR and staffing considerations:

IDENTIFY ROLES AND JOB DESCRIPTIONS

These roles may include physicians, nurses, medical assistants,

administrative staff, billing specialists, and office managers. Create detailed job descriptions that outline the responsibilities, qualifications, and expectations. Clear job descriptions help attract the right candidates and set the foundation for performance evaluations.

CHOOSE PERSONNEL SOURCING METHODS

Consider using a mix of traditional job postings on healthcare job boards, recruitment agencies specializing in medical staffing, and networking within the local medical community. Additionally, employee referrals can be a valuable source of high-quality candidates.

REVIEW DFW MEDICAL OFFICE SALARIES DATA

Reviewing salary data for medical offices across Texas can help you benchmark your compensation packages against industry standards. Consider factors such as experience, education, and certifications when determining salary levels for each position.

PERSONNEL BENEFITS PLAN

Benefits may include health insurance, retirement plans, paid time off, and continuing education opportunities. Tailor your benefits package to meet the needs of your employees while aligning with your practice's budget.

TRAINING FOR OFFICE PERSONNEL

[Provide comprehensive healthcare compliance training](#) for employees, [covering essential areas like](#):

- **Policies & Procedures** for things like patient confidentiality, infection control, professional conduct, and vacation/sick leave policies.
- **HIPAA Regulations** to ensure patient privacy is protected.
- **OSHA Guidelines** to promote a safe and healthy work environment.
- **Stark Laws and False Claims Act** to maintain compliance with billing regulations.
- **CLIA Standards** (if applicable) to ensure laboratory testing accuracy.
- **Universal Protocol Training** for safe medication administration.
- **Disaster Response Protocol** to ensure staff preparedness in case of emergencies



KEY INSURANCE COVERAGES



Having the right insurance coverage safeguards your medical practice from potential financial risks. Before exploring specific policies, visit the **Texas Department of Insurance** website for detailed information and application forms: <https://www.tdi.texas.gov/business/index.html>.

Here are the insurances you'll want for your practice:

- **Disability Insurance:** Provides income replacement in case of a disabling injury or illness that prevents you from working.
- **Health Insurance:** Offers coverage for medical expenses for you and your employees, if applicable.
- **Life Insurance:** Provides financial protection for your family or business partners in the event of your death.
- **Employee Fidelity Bond:** Protects your practice from financial losses caused by employee theft or dishonesty.
- **Workers' Compensation Insurance:** Mandatory in some cases, this coverage protects employees from work-related injuries or illnesses.

8. HIPAA AND COMPLIANCE

[Properly adhering to HIPAA regulations](#) is not only a legal requirement but also critical for maintaining patient trust and avoiding costly violations. Below are some key steps and strategies for ensuring your practice [meets all HIPAA requirements](#):

CREATE A GUIDE TO COMPLIANCE AND NON-COMPLIANCE

This guide should outline the key requirements of HIPAA, including the Privacy Rule, Security Rule, and Breach Notification Rule. Additionally, it should detail the consequences of non-compliance, such as legal penalties and damage to the practice's reputation. This guide is a reference for all staff members and should be regularly reviewed and updated to ensure compliance with the latest regulations and best practices.

DOWNLOAD OUR HIPAA COMPLIANCE CHECKLIST

There's a lot to keep track of when it comes to HIPAA compliance.
Our checklist can help you stay on track. Download today:



LIST PERSONNEL RULES AND GUIDELINES

Establish clear rules and guidelines for all personnel handling protected health information (PHI). These rules should cover key areas such as access control, data handling procedures, and communication protocols. Ensure that every employee understands their responsibilities under HIPAA and signs an acknowledgment form confirming their commitment to compliance. Regular training sessions should reinforce these guidelines and keep staff informed of any updates.

OUTLINE VIOLATION RESPONSE PLAN

This plan should include procedures for reporting violations, conducting internal investigations, and notifying affected parties. The plan should also outline the steps for mitigating harm, such as implementing corrective actions and retraining staff. Prompt and effective responses to violations can minimize the impact and prevent future occurrences.

DESIGNATE A HIPAA PRIVACY AND COMPLIANCE OFFICER

This individual is responsible for developing, implementing, and maintaining privacy policies and procedures. They also serve as the point of contact for any HIPAA-related inquiries or concerns. The Privacy Officer should be well-versed in HIPAA requirements and receive ongoing training to stay current with regulatory changes.

PERFORM A COMPREHENSIVE RISK ASSESSMENT:

Regularly conduct [HIPAA security risk assessments](#) to identify vulnerabilities and implement appropriate safeguards. This process should address the following areas:

- **Overview of Protected Health Information (PHI):** Identify all types of PHI your practice creates, receives, or transmits, including patient demographics, medical records, and billing information.
- **Location of PHI:** Create a detailed inventory of all physical and digital locations where PHI is stored or maintained, including server locations, paper records, and portable devices.
- **Current Security Measures:** Assess your existing security measures for patient data, including physical security, access controls, encryption practices, and backup procedures.
- **Potential Threats and Vulnerabilities:** Identify threats to PHI security, such as unauthorized access, hacking incidents, data breaches, loss or theft of devices, or human error.
- **Likelihood and Impact of Threats:** Evaluate the probability of each threat occurring and the potential impact on patient privacy should it happen.



9. BUSINESS DEVELOPMENT



Building a strong and sustainable medical practice requires a strategic approach to business development. Here are some essential steps to establish your practice's presence and attract patients:

ANNOUNCING YOUR PRACTICE

- **Inform Colleagues:** Alert your professional network to spread the word about your new practice.
- **Local Media:** Leverage local Texas newspapers, radio stations, or online publications to announce your opening.
- **Physician Outreach:** Host an open house for referring Texas physicians to foster relationships and build referrals.

NETWORKING AND VISIBILITY

- **Join Professional Organizations:** Become a member of local and Texas state medical societies, Chambers of Commerce, and relevant business organizations to network with other professionals.
- **Online Directories:** Ensure your practice is listed in major online physician directories like those in DFW and Texas.
- **Website Development:** Create a professional and informative website that showcases your services, provides patient information, and includes online appointment scheduling.

BUILDING YOUR BRAND

- **Website Development:** Create a professional and informative website that showcases your services, provides patient information, and includes online appointment scheduling.
- **Brand Identity:** Develop a strong brand identity, including [a memorable name](#), logo, and visual elements that reflect your practice's personality.
- **Branded Materials:** Design and order high-quality branded materials such as brochures, business cards, stationery, and practice announcements.

COMMUNITY ENGAGEMENT

- **Community Outreach:** Participate in local health fairs, wellness events, and charitable initiatives to connect with the community.
- **[Online Reputation Management For Texas Doctors and Physicians:](#)** Monitor and manage [your practice's online reputation](#) through platforms like Google My Business and social media.



CHOOSE PRACTICE REFERRAL SERVICES

Building strong referral networks is crucial for sustaining and growing your practice. Identify key referral sources and establish relationships with them to ensure a steady flow of patients.

- **DFW Medical Societies:** Join local Texas medical societies to connect with other physicians and stay informed about the latest developments in your specialty.
- **Hospital:** Establish affiliations with local Texas hospitals to enhance your practice's credibility and provide your patients with access to comprehensive care.
- **HMO/PPO/IPA, ACO Participation:** Participate in Texas health maintenance organizations (HMOs), preferred provider organizations (PPOs), independent practice associations (IPAs), and accountable care organizations (ACOs) to expand your patient base and streamline referrals.
- **Medicare Participation/Non-Participation Decision:** [Decide whether your practice will accept Medicare](#), considering the [potential patient volume](#) and reimbursement rates.
- **Find Contacts with Social Service Agencies & Others for Referrals:** Establish connections with social service agencies, schools, and community organizations around Texas that can refer patients to your practice.

IDENTIFY POTENTIAL REFERRING PHYSICIAN CONTACTS

Consider joining professional organizations to expand your network and stay current on industry trends. Organizations to consider include:

- **DCMS and Branch Societies:** The Dallas County Medical Society (DCMS) and its branch societies provide valuable networking and professional development opportunities.
- **County Specialty Society:** Join a county specialty society to connect with peers in your specific field and collaborate on patient care.
- **Civic and Church Organizations:** Membership in civic and church organizations can help you connect with potential patients and referral sources in your community.
- **DCMSAF:** The [Dallas County Medical Society Alliance Foundation \(DCMSAF\)](#) offers opportunities for community involvement and professional networking.
- **Texas Medical Association:** The [Texas Medical Association](#) advocates for the needs of physicians and medical students in Texas. It also offers membership benefits and hosts events for its members.

BUILDING YOUR LEGACY: PARTNERING FOR SUCCESS

Starting a medical practice in Texas is an exciting journey but it can be complex and challenging. From laying the administrative groundwork to building a strong brand identity, every step requires careful planning and execution.

As you embark on starting your own medical practice, it's important to recognize the impact you'll have on your patients and your whole community. Each decision you make, from selecting the right location to assembling your team, will shape the future of your practice and define the care you provide. The path ahead is filled with opportunities to innovate, grow, and make a lasting difference in the lives of those you serve.



But this journey doesn't have to be taken alone. By leveraging the right Texas physician resources and expertise, you can confidently navigate the complexities, ensuring that your practice is well-prepared and positioned for long-term success. Whether you're a seasoned professional ready to expand your reach or a newly trained physician eager to bring your vision to life, the foundation you lay today will support the legacy you build tomorrow.

NEED SUPPORT STARTING YOUR TEXAS MEDICAL PRACTICE? WE CAN HELP!

At 99 Healthcare Management, we understand the unique demands of establishing a successful practice and are here to guide you through each stage. Whether you're just beginning or looking to expand your current operations, our expert team is ready to assist with everything from administration and billing to credentialing and HR management.

Let us help you turn your vision into a thriving reality. Contact us today to learn how we can support your practice's success.



Thinking of starting your own practice?
Schedule your free consultation with us today!

Contact 99MGMT