



Horizons
International
Peripheral
Group



NCVH
New Cardiovascular Horizons

How to Maintain a Competitive Advantage

Eric J Dippel, MD FACC

Davenport, IA USA

April 5, 2019





Conflict of Interest

- ◆ None

Start with a Vision

- ◆ What is your goal?
- ◆ What do you want to accomplish?
- ◆ How are you going to get there?





Building a Practice

- ◆ It starts at the top
 - Lead by example
- ◆ Build a team
 - Put people around you that are highly competent, passionate, and share your vision
 - Do not micro-manage
 - Rule #1 “Have Fun Everyday”
- ◆ Create a Brand
- ◆ Provide a facility and atmosphere that make patients feel comfortable



Building a Practice

- ◆ Availability

- You must make yourself available at all time

- ◆ Ability

- You must have the ability to treat the problems you create
- You must know your limitations



Building a Practice

◆ Affability

- You must treat patients, staff, and referring physicians by the Golden Rule
- Speak to patients in a way they understand
 - Communication, communication, communication
- You are an educator, you have knowledge they do not have

◆ Adaptability

- The only constant in life is change



Being Competitive

- ◆ Outcomes (positive & negative) drive referrals
- ◆ Strive for excellence at all times
 - Do not take shortcuts
 - Do not cut corners
 - CLIA
 - Be prepared
 - Mistakes will be made
 - Learn from them
 - Do not repeat them
 - Do not be afraid to fail



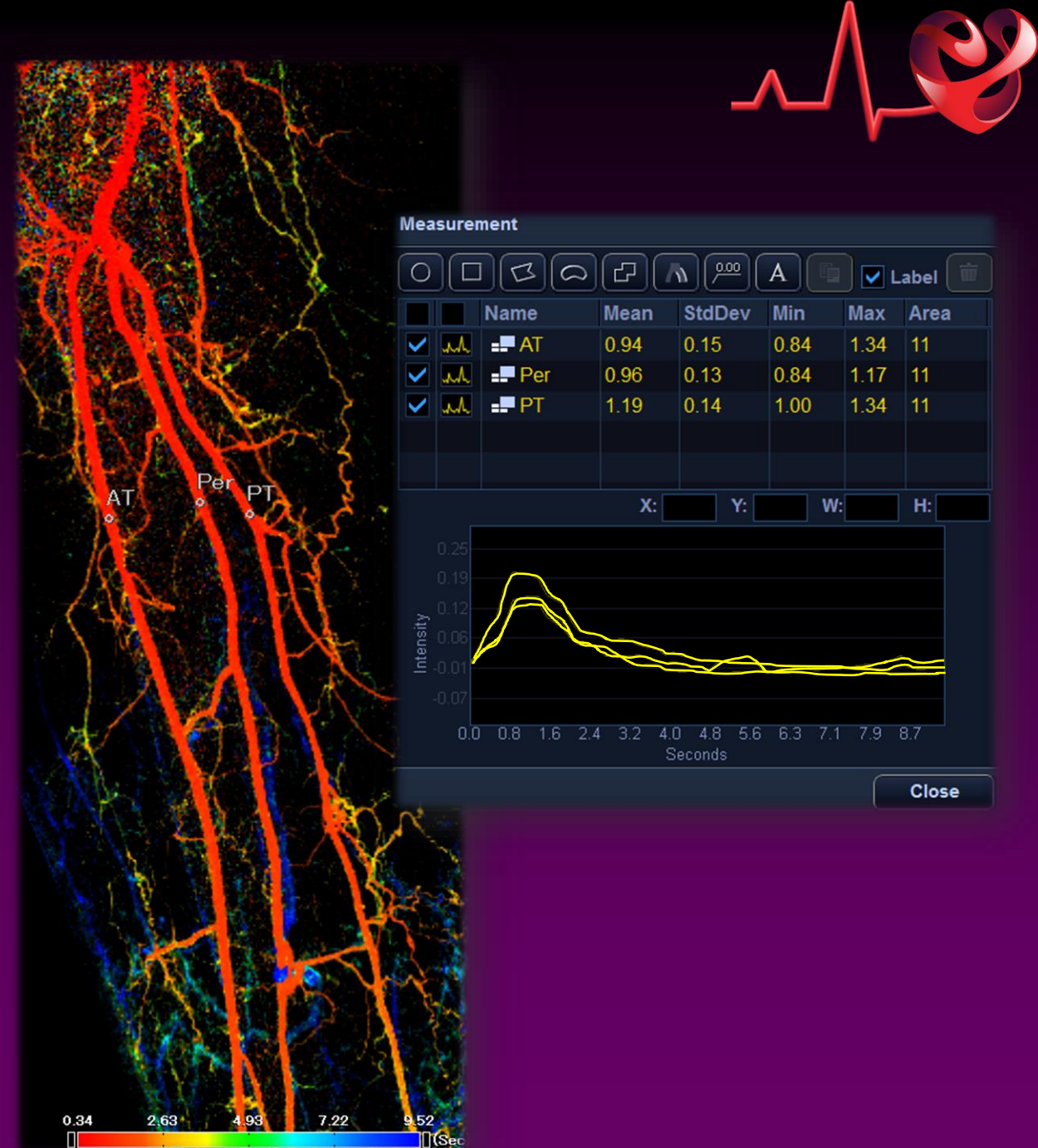
Being Competitive

- ◆ Build a referral network
 - Communicate with referring physicians
 - Key leaders—Wound Clinic
 - Patient encounters
 - Patient word of mouth
 - Advertise to the community
 - Social media
 - Website (www.VIMidwest.com)
 - Facebook (Vascular Institute of the Midwest)
 - Google
 - Traditional media
 - Newspaper
 - TV
 - Billboard



Being Competitive

- ◆ Provide unique services
 - State of the art facilities
 - Best you can afford
 - Superficial venous disease
 - Medical
 - Cosmetic
 - Deep venous disease
 - Aesthetic services
 - Uterine fibroid embolization
 - Prostate embolization
- ◆ Clinical research



Being Competitive



Being Competitive



Being Competitive



Being Competitive











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Conclusion

- ◆ Have a vision, develop a plan
- ◆ Build a team, lead by example
- ◆ Treat patients and referring physicians by the Golden Rule
- ◆ Strive for excellence
- ◆ Social media and traditional marketing
- ◆ Provide unique services
- ◆ Have fun everyday



Eric J Dippel, MD FACC
www.VIMidwest.com
Dippel@VIMidwest.com
(C) (563) 650-5635