

**A GUIDE TO MODERN
PRACTICE MANAGEMENT**

A STEP-BY-STEP ON

DOUBLING

— THE —

VALUE

OF YOUR PRACTICE

WITHOUT SEEING MORE PATIENTS

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DESCRIPTION

A Step-by-Step on Doubling the Value of Your Practice Without Seeing More Patients – A Guide to Modern Practice Management- has everything you need to know to navigate your physician and dental career through today's unparalleled business environment. Even after the pandemic, even after the harsh financial conditions some private practitioners have gone through lately, I can assure you, this is the most exciting and profitable time to be in private practice. You'll learn how to increase profitability in your practice, enhance revenues, cut costs, optimize operations, all out of your current book of business. You'll also learn how to value and groom your practice for sale and how to turn the tables on DSO's and Private Equity Groups allowing you to keep most of the final, realized value of your practice. This is the culmination of 20 years of the CFO Group's experience working with private practitioners.

ACKNOWLEDGEMENTS

Walter C. Wilson, Esq. is a tax attorney who has been my friend and business associate for almost 20 years. He and I have been helping private practitioners, physicians and dentists, enhance their practices, improve operations, add value and sell their practices since before it was popular doing it. He is the principal and founder of The Wilson Legal Group, with attorneys in 40 states, specializing in helping private practitioners through asset protection, tax minimization, interpersonal disputes and business compliance and continuity. He and I founded the Doctors IPA, Universal Dentistry and Universal Physicians, and developed, tested and executed every single revenue enhancement and strategy discussed in this book.

ABOUT THE AUTHOR

Hernan Rizo has been leading and advising private practitioners on management and financial issues for almost 20 years now. He also works with DSOs, large dental and physicians' organizations, on how to structure, acquire and add value to private practices. He is a professional Chief Financial Executive with immense experience in Finance & Accounting, FP&A, Reporting, Treasury Management, Restructurings & Re-alignments, Fast Corporate Value Added, M&A, multi-location organizations and Integrations. During his career he has focused mostly in the private practice healthcare space, from start-up companies to rollups and from single practitioners to hundreds of doctors.

He has had a long career at the largest and most respected Interim CFO firm in the country, Tatum CFO Partners, where he was the youngest CFO to make partner in 2008. He holds a BS in Finance and Accounting and an MBA with a Finance concentration. He splits his time between Private Practitioners and Private Equity Groups, as their boots in the ground at their portfolio companies for clean-ups, cash to GAAP conversions, implementing processes, procedures and controls, reporting standards, audit readiness, rollups, back-office consolidations, fast corporate growth and turnarounds. And at the end of their life cycles or private practice tenures, quick value added and exits.

Hernan has been working with Walter C. Wilson, Esq., and other private practice multi-disciplinary experts for almost 20 years. We founded the Doctors IPA, Universal Dentistry, Universal Physicians and the CFO Group to support the efforts of aiding private practitioners in this fight against DSOs and PEGs. Everything you learned in this book has been developed, put into practice, and tested at dozens of organizations for a very long time. We can assure you that everything described here has been designed with one, and only one, objective in mind: How to help private practitioners double the value of their practices without seeing more patients.