AMA Private Practice Simple Solutions

Overview

AMA Private Practice Simple Solutions are free, open access rapid learning cycles designed to provide opportunities to implement actionable changes that can immediately increase efficiency in private practices.
Each multi-week learning session will be focused on one topic area. Busy private practice physicians can access pre-recorded content presented by subject matter experts at a pace and time that works best for them.

Running concurrently to the releases of the pre-recorded webinars will be a discussion board offering opportunities to interact with fellow cohort members and submit questions to the subject matter experts who oversee the sessions. Post-session surveys will measure the relevance of the topic, adoption of content and impact of the sessions. The surveys will also allow participants to suggest topics to be covered in future sessions.

**Current session**

**Introduction to Marketing and Branding for Private Practices**

May 23 – July 11

**Speakers**

- Donna Arbogast
- Rob Rosenberg

**Session details**

This eight-week learning session uses the Private Practice Marketing and Branding resource bundle as a guide for discussing common issues that practices encounter around the implementation of basic marketing strategies. Topics addressed by subject matter experts Rob Rosenberg and Mike Chapman of Springboard Brand and Creative Strategy include identifying marketing advantages, conducting research to gauge community satisfaction, and using social media and other paid digital platforms.

*It’s not too late to access this session! Register now and watch at your convenience.*

**Upcoming sessions**

**Physician Recruitment**

July 11 – Aug. 8
Session details

This four-week session focuses on how to recruit physicians into your private practice. Learn how to define the top 3 reasons physician recruits should join your practice, identify creative ways to connect with or locate potential interviewees, understand what physician recruits are looking for in a practice, and implement strategies for countering recruitment competition.

Register now.

Social Determinants of Health

July 25 – Aug. 22

Speaker

- Laura J. Zimmermann, MD, DipABLM, MS, FACP, interim division chief, general internal medicine; associate professor of preventive medicine and internal medicine, Rush University Medical Center

Session details

Using the AMA STEPS Forward® Social Determinants of Health toolkit as a guide, this four-week learning session addresses how to define social determinants of health, the impact of social needs on private practices, understanding the unique health needs of a community, and strategies to help your practice begin addressing social determinants of health.

Register now.

E/M Documentation Burden Reduction

Aug. 1 – Aug. 29

Session details

This virtual session will provide insights using the AMA STEPS Forward® Simplified Outpatient Documentation and Coding toolkit as a guide in your practice. Attendees will learn how to understand the guidelines, engage key players, design workflows, educate physicians and staff, and best use the new E/M codes.
Register now.

Advanced Marketing and Branding for Private Practices

Aug. 22 – Oct. 17

Speakers

- Donna Arbogast
- Rob Rosenberg

Session details

Take marketing and branding for your private practice to the next level! This Private Practice Simple Solutions session, hosted in collaboration with Springboard Brand and Creative Strategy, is an eight-week learning session that continues to use the Private Practice Marketing and Branding resource bundle as a guide and is aimed to discuss common issues that practices encounter around implementation of marketing strategies.

Register now.

Future topics

Upcoming topics for the 2023 schedule (dates are approximate):

- BHI in private practice: Oct. 10–Nov. 7
- Psychopharmacology: Oct. 31–Dec. 5

Contact

Please contact the Private Practice team with additional topic suggestions.