

Family doc finds mid-level providers increase revenue

26 November 2013



lifestyle that creates more freedom of choice."

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(HealthDay)—Hiring mid-levels—physicians assistants and nurse practitioners—can improve productivity, resulting in increased physician take-home pay, according to an article published Nov. 10 in *Medical Economics*.

Certified health care business consultant H. Christopher Zaenger describes the case of a [family physician](#) and sole owner of a family medicine practice in Waukegan, Ill., who was earning \$100,000 more than average using one full-time-equivalent [physician](#) assistant.

Following consultation and the decision to hire two more physician assistants, the physician's take-home pay increased by 29 percent. Following implementation of a productivity incentive program resulting in a huge boost in the mid-level support staff productivity, his take-home income in 2013 will be more than double what he earned in 2010. The physician is set to add a [nurse practitioner](#) to help with care coordination and implementation of the patient-centered medical home tools within the electronic health record.

"The bottom line is that mid-level providers, if productive, do not cost a practice anything and can actually increase revenue," Zaenger writes. "Mid-levels may be the best way to expand your practice, increase the amount of net income per square foot of space, and provide you with a

APA citation: Family doc finds mid-level providers increase revenue (2013, November 26) retrieved 4 July 2022 from <https://medicalxpress.com/news/2013-11-family-doc-mid-level-revenue.html>

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