When a physician hears “What is your hourly rate?” she most likely assumes the question is directed to an accountant or an attorney. Unfortunately, physicians rarely think they possess an hourly rate like other professionals.

While it’s true that payment systems do not lend themselves to billing an hourly rate, every doctor has one. Not realizing the importance of hourly compensation causes many practices to fail to appreciate the enormous pickpockets. They steal your opportunity to completely schedule your day with revenue-producing visits.

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