

Thumbs Up to Jeffrey Gorke's New Book:

The Employed Physician: Your Essential Guide to the Business Side of Medicine Greenbranch Publishing

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If residency or Fellowship is soon to be in your rearview mirror, or you are considering moving from practice to employment, there are a thousand things to consider. As you weigh the options of where to practice or what type of organization to join, wouldn't it be great if there were a guidebook to help you navigate the real world of healthcare business?

Great news. An engaging and impactful new book has just hit the market. It provides foundational material on all things related to preparing physicians for the job search and beyond.

In *The Employed Physician: Your Essential Guide to the Business of Medicine*, Jeffrey Gorke parlays his impressive tenure in healthcare administration into digestible segments and key knowledge about the business of medicine. It's an easy read that prepares physicians to ask meaningful questions during the employment process and empower them to make quality career decisions.

Here are a few highlights of what you'll find in this valuable book:

1.

Frank introspection is the first step. While a practice leader and hospital executive, I interviewed too many physicians who were uncertain about the type of practice they thought they would like. Gorke provides strategies for physicians to take a hard look at what they really want as the first step to employment. This will make physicians much more effective during their job search, and pay many dividends to physicians as well as employers.

2.

Overview of location and practice type. Gorke discusses location, type of practice, employed, academic, small group, large group, single-specialty, and multi-specialty. He has done his homework on these topics, and provides a thoughtful high-level overview of each. He also includes less traditional types of affiliations, such as co-management and PSAs – each of which have their own plusses and minuses. And as with all topics in the book, Gorke steers clear of minutia – and that's the beauty of it. Physicians are provided with enough information to formulate good questions, but not barraged with unnecessary detail.

3.

Realistic view of compensation. Thank you, Jeffrey, for helping new physicians set expectations of their value. Setting the bar too high (or too low) with reference to compensation structures, has kept many a good candidate from getting that callback.

4.

Business 101 overview of finance and revenue cycle. An ‘operational’ person at-heart, I’m partial to all the wonderful graphs, charts, and explanations regarding accounting, finance, and revenue cycle. Gorke has succeeded in delivering a true, Business 101 overview. He also includes just enough information on contracting, payor mix, and federal programs (MACRA/MIPS) to whet the appetite; physicians can dig-in or gloss over, but either way, they leave more informed and capable of initiating dialogue on key factors.

Spoiler alert – one of my favorite passages is the ‘Help Wanted: Administrator Job Description (Long Version).’ I have never seen that role more completely and accurately defined.

Oh, and do not overlook all the information in the graphs and stellar lists in the Appendix.

5.

Examples clarify complex topics. Gorke skillfully makes complex topics approachable for those new to jargon that many of us use in healthcare management every day. The incorporation of anecdotes and real-life examples (with the names changed to protect the innocent), keep the reader engaged and ready to turn the page.

As I have spent most of my tenure in healthcare in support of physicians, I see this book as a wonderful synopsis of a plethora of complex topics. It is exceptionally well crafted and will be a useful resource to just about anyone in healthcare. If I were involved with setting the curriculum for any medical school, this would be must-read material for medical students. It is also an excellent resource for mid-life physicians considering changing practice type or location, and for most any inquisitive healthcare professional who would like a general understanding of what it takes to make healthcare work.

For those of us in healthcare leadership, I believe it is part of our mission to do what we can to best prepare our next generation of physicians. Jeffrey’s writings provide insightful information to do just that.



Wathen Strong, MBA, CMPE, CCS-P, CPC is a consultant and speaker with KarenZupko & Associates, Inc. She brings more than twenty years of experience and executive leadership to her role. Wathen's areas of focus include healthcare operations, physician relations, mentorship, coding, compliance, and revenue cycle management. Her objective is to support and inform physicians, allowing them to reach their highest potential, which in turn benefits their colleagues & partners, health systems, and most of all – their patients.

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