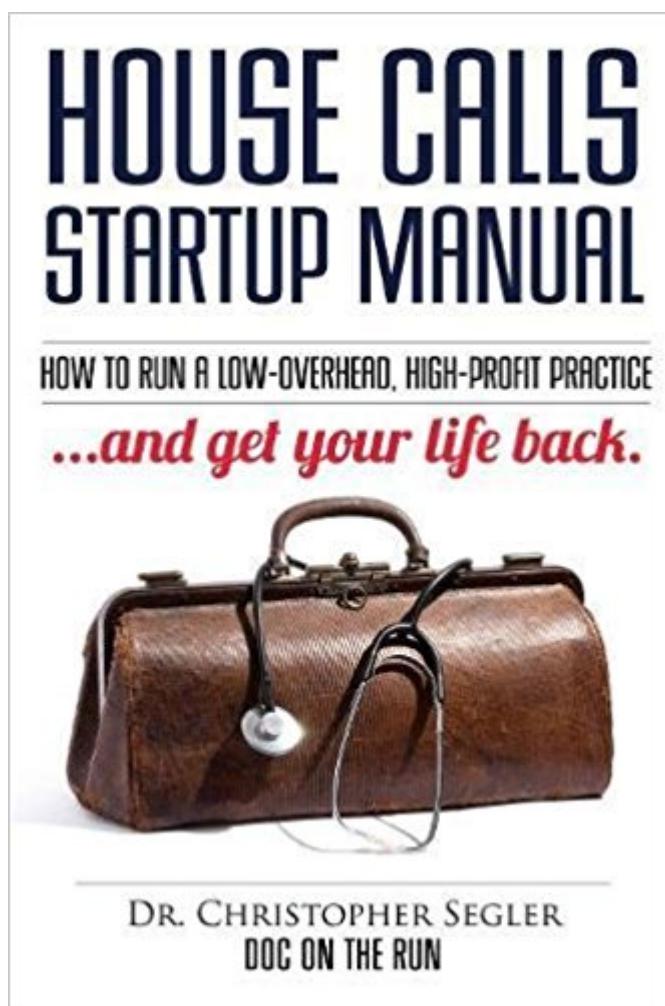


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# House Calls Startup Manual: How To Run A Low-Overhead, High-Profit Practice And Get Your Life Back



## Synopsis

House calls may be the oldest form of health care delivery, but they are making a comeback. Why? Because it may be the simplest, fastest way to a highly profitable practice and great lifestyle. This book is the definitive step-by-step how-to manual for any doctor, physician or podiatrist who wants to shift from a standard-office based practice to a more profitable house calls based practice. Here is the story about the book and how the author thrives in this medical practice model: After completing comprehensive foot and ankle surgery residency training and winning multiple awards from the American College of Foot & Ankle Surgeons and the American Podiatric Medical Association, Dr. Christopher Segler opened a standard office-based podiatry practice immediately out of residency. Through hard work and creative marketing efforts, his practice grew rapidly, and he soon had a full schedule-too full, in fact. He found himself leaving for the hospital in the dark, sitting in the office charting on the weekends, and wishing he had more time to actually talk to patients. Searching his soul and trying to determine what he wanted to do with the next phase of his career and his life, he made a list with two columns: "Everything I love about the practice of medicine" and "Everything I hate about the practice of medicine." After completing the list, he realized that a standard office-based practice had too many related items in the hate column and too few in the love column. He then set about creating a practice that would include only items from the Everything I love column, and vowed never again to do anything from the Everything I hate column. The result was a simple fee-for-service, cash-based practice, free from insurance hassles. He opted out of Medicare, stopped accepting insurance, and jettisoned his office and all associated overhead. The result of that bold move, was a period of fear followed by experimentation that eventually yielded a high-profit, low-stress practice. He now walks his son to school, travels extensively, and earns more money than he did from his previous standard practice, while working a fraction of the hours he used to put in. This book shows exactly how he built his practice-and how you can, too. The reasoning behind opting-out of Medicare is explained. He outlines the methods he uses to attract patients who are willing and eager to pay on the spot for home-based care. He tells you best practices he learned through trial and error while he built his new model: what works and what doesn't. If want to get your life back with a high profit, low stress practice, this book will save years of fear, help you skip the experimentation phase, and ensure that you land high on the learning curve so you can start earning a real living and live a great life, right now.

## Book Information

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## **Customer Reviews**

House Calls Startup Manual is an excellent book for healthcare providers who are interested in providing home-based health services. Dr. Segler describes what works and what doesn't work so that the reader can quickly transition to operating a high profit, low stress house call practice while avoiding many of the pitfalls commonly seen while making the transition. I can highly recommend House Calls Startup Manual to any healthcare provider who is interested in learning how to start a house call practice.

I am so thankful for Dr. Segler; this book came at the right time. He is doing something I always wanted to do, but just was not sure how to go about it. This book is an excellent blueprint for how to start a successful medical practice and keep overhead low. The principles discussed in his book should be taught to all medical students and residents prior to graduation. This is a must read if you want to be successful in starting a house-call type of practice!

I have been working for a mobile medical company as a podiatrist, but I keep wanting to change how certain things are done. Mostly, I want to control my schedule while giving fewer patients the best care and service possible. Dr. Segler's book is the exact blueprint I was looking for as he addresses the logistics of supplies, pricing, and patient management. He even provides patient forms and the permission to use them. This will be my go-to reference manual as I move forward with my new practice. Thanks, Dr. Segler!

Time saving tips and forms available to help "jump-start" a house call based podiatry service. I am definitely pursuing this model.

Excellent resource on getting to know the basics of starting a house call practice. Highly recommend it!

Back in 2014 I decided something had to give. I was a podiatrist who was working all the time, including weekends. I wanted to continue seeing patients but provide more personalized care than my schedule allowed. I started researching setting up a housecall practice. I came across Dr. Segler's manual, at that time available as print only. I spent the money (more than the Kindle price) and discovered I did not have to reinvent the wheel: Dr. Segler explained how to do exactly what I wanted to do! I completely recommend this book. Dr. Segler is exposing all the information and giving you the confidence you need to succeed in your own housecall business.

This is a great book, very valuable information. Well organized and structured. Highly recommended for those who plan to start house call podiatry. I am currently a 3rd yr resident. I plan to follow this practice model after residency.

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