

abbey Medical

Management Consulting

Practical management solutions for General Practice



Who is managing my Practice?

Practice management can be a complex and time consuming process. In today's environment, more than ever, good commercial management is proving to be the critical tool in ensuring the ongoing success of any General Practice, large or small. Whether we like it or not, as GP's we are also responsible for running a business, employing staff and managing people and processes.

In an ideal world a dedicated Practice Manager assumes this role. However in many practices, a full time, suitably qualified Practice Manager is not an option – either because its financial cost or a simple lack of candidates with relevant expertise in the area.

abbeyMedical – Management Consulting is a General Practice management consulting service headed by Barry O'Brien, a partner in Abbey House Medical Centre, Navan, Co. Meath. Our management consulting service has been providing General Practices throughout Ireland with practical, tailored management solutions since 2005, aimed at ensuring the commercial success of the practice, whilst allowing the GP partners or principal in the practice to focus on their clinical responsibilities, safe in the knowledge that their commercial interests are being monitored and managed on their behalf.

Key to **abbeyMedical's** service is the ability to provide 'real world', practical management expertise in a highly unique industry, working closely with GP partners/principals and practice administration staff. Our primary aim is to introduce and sustain a new level of commercial and financial management/expertise into the practice, without the high costs or headaches involved in hiring a fulltime practice manager with extensive experience of running a General Practice.

Our consultancy packages can be tailored both in costs and services to suit General Practices from single handed surgeries to multi-partner medical centres. We will visit your Practice, tailor a management solution that suits your needs and provide you with direct access to General Practice management expertise on both a regular structured basis and an on-demand basis for specific queries.

Our Services

Our management consulting can be broadly broken down into 3 separate services.

1. Management Support Service

Management Support is a basic management support service whereby the clients can avail of direct electronic access to **abbeyMedical** and pose questions regarding practice management issues that are affecting them.

All aspects of practice management is covered, from basic HR and employee issues to GMS claims queries and financial management advice.

We aim to provide concise, practical answers to all questions posed within a 48 hour period.

Fees for Management Support services are charged on a fixed annual retainer basis.

2. Operational Management Service

The Operational Management Service includes all of the elements of Management Support plus standard monthly services and management reports, quarterly on-line business performance review meetings and an annual on site business review meeting.

Examples of services unique to the Operational Management package include:

Monthly Business Performance Reporting

- Completion and analysis of Income & Expenditure practice accounts.
- GMS and state scheme payments reconciliation/claims analysis.
- Private debt/credit control accounts report.
- Monthly “Financial Health” report.

Annual services

- Review of contracts to HSE for practice support subsidies.
- Annual check for validity of/‘in-date’ employee contracts.
- Annual analysis of professional registration and medical indemnity for all clinical staff.

Face to Face contact

- ‘Anytime’ phone/e-mail contact for day to day queries (Monday – Friday, 9-5)
- Quarterly meetings with Barry O’Brien (3 online, 1 in person) to include
 - financial review of ‘year to date’ accounts
 - review of business performance for previous period
 - setting of key commercial objectives for quarter/year ahead

Fees for Operational Management Services are charged on a fixed annual retainer basis and paid monthly by direct debit. Fees are dependent on the size of the practice and scale of services required.

3 Strategic/Project Management Services

The Strategic and Project Management Services are designed to provide support to practices on specific areas or individual projects for an agreed time frame or project.

Examples of areas covered include:

- Advice and implementation of Partnership Agreements
- Development of “buy-in/work-in” financial models
- Advice regarding employment of GP assistants/locums
- HR Legal compliance projects
- Health & Safety compliance projects
- Employment dispute resolution
- Staff management issues
- Employment advice
- Recruitment/selection of staff
- Implementation of new Practice policies/protocols
- Advice on specific Practice Management issues
- Strategic Business Planning
- Business Development/Commercial Planning
- Project management/Planning for property development
- Marketing the Practice
- IT/Communications advice
- State Contracts advice

Fees for Strategic/Project Management services are charged on a fixed hourly fee basis.

Management Support or Operational Management clients can avail of this service (if not already included in their Management Consultancy Package) at reduced rates.

Who is Barry O'Brien?

Barry spent almost 10 years working in the pharmaceutical industry before establishing a private business consultancy in 2004. In 2005 he joined Abbey House Medical Centre, a large multidisciplinary practice, to assist in the continued growth, business development and day to day management of the organisation. In addition to management of the Abbey Medical business interests, Barry is the course tutor for the Irish College of General Practitioners' "Management in Practice" Diploma and Certificate courses. Barry is also a regular business speaker at General Practice meetings and conferences throughout Ireland.

Relying on his extensive experience in the multi-national healthcare industry, his role in managing one of Ireland's largest general practices and his involvement in numerous GP practices nationwide Barry is in an ideal position to provide practical solutions to the everyday management problems that are experienced in General Practices. These services can be provided to all varieties of General Practices ranging from single handed practitioners to large multi-partner medical centres.

Contact us

For further information or to arrange a management consultation, please contact Barry O'Brien through any of the following methods;

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