



Selecting the Right Location For Your Practice

by: Jon D. Albright, CCIM

It is always extremely important to carefully consider a number of different factors when deciding where to locate or relocate your practice. Take time to properly and thoroughly prepare a list of

important questions that need to be answered before you start to analyze specific properties.

Do your patients come from a specific area? Is your practice local, regional or national? Do you need to be near hospitals? Will your patients follow you if you relocate? Is visibility important? Do you open a new location and keep your current location? Will key employees relocate with the practice? Are other specialties located nearby? Can patients easily find the location you are considering? Is the area new or established?

These are a sampling of potential questions you may wish to consider as you begin the process of deciding upon the right location for your practice. Another important component to think about is your current patient's opinions. Several years ago, I was representing a group who had one (1) clinic, but needed to expand and could not do so in their current space.

We needed to stay close, but we had an older patient base and options near were limited. However, we did identify one option that was very intriguing but was located in a multi story office building. Initially the concern was elevators and getting in and out of the parking garage. We decided to discuss the location and conditions with several of our current patients and their responses were interesting. The location was easy to locate and the building provided an environment they felt safe and secure in. We were surprised at their consistent responses and ultimately we made the move in large part due to the patients buy in of the new location. Patient input is not always necessary, but in cases where you really do not know, their responses can be extremely enlightening.

As is always the case, take the time to consult or engage experts when you consider adding or relocating a clinic or office. Cost is always a factor and making the right choice will help offset the expense of opening the new office.

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5. "Who but the TMA in just recent weeks filed new lawsuits against Cigna and Aetna pointing out that physicians should be paid what was wrongfully withheld in services they provided out of network?"

6. "Who but your county medical society and the TMA, worked over the past three years and are close to having major insurance reform passed in this state exposing the silent PPOs and requiring they be transparent and up front in dealing with your practices and hopefully reversing the current situation and have the insurance company to foot the bill when they tell you that a patient is covered for service and later find out that they were not."

If you haven't realized it yet, there is much at stake. Our ability to maintain our practices and small businesses and stay available for our patients is up for grabs and regulation by those who don't do what we do. Organized medicine is standing in the gap and working for you. If you are not involved, your load is being shouldered by others. Wake up and smell the stench; get involved as a member of The Memphis Medical Society and the Tennessee Medical Association. The future of Medicine hangs in the balance!