

Setting up a Sclerotherapy practice
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Medical Indemnity

- Most MDO consider a practice in Phlebology as low risk.
- They all vary in the cover required but most fall into General Practice Level 11b.
- My advice is to make sure the MDO understands what you are doing.

What the Patient wants from initial consultation?

I actually performed a survey of 100 consecutive new patients.

- What was the number 1 question?
 - Where to park.

- What was the number 2 question?
 - What was going to happen at the first consultation?

- What was the number 3 question?
 - What did I actually do?

- What was the number 4 question?
 - How much does the first visit cost?

- What was the number 5 question?
 - What are your qualifications?

How do you address these concerns?

- Answer-provide general information package for all new patient bookings.

What does this package include?

- Clear parking instructions.
- A brief description as to what happens at the initial consultation.
- General information regarding venous disease and an overview of treatment.
- What the initial consultation costs.

- A brief description of who you are.
- Patient questionnaire.

By sending this initial patient package with all new patient bookings does what?

- Initiates a doctor /patient relationship of good standing.
- Begins the process of consent.

How many square meters of floor space is considered minimum?

- About 60sq meters.

What do we need to accommodate?

- Waiting room.
- Reception and small receptionist office.
- Administration office.
- Small consulting room.
- Treatment room.
- An extra treatment room would be better.

Treatment room set up

- Chair for patient.
- Lighting-troposphere fluorescents and ceiling mounted fluorescent.
- Patient stand.
- Ultrasound unit/CW Doppler.
- Electric treatment bed and seating stools.
- Work trolleys.
- Vinyl flooring.
- Storage.
- Photography and photo printer.
- Magnifiers.
- Compression stockings.
- CPR equipment.
- Prepared solutions.
- Medical supplies.

Medical Administration

- Consent and information documents.
- Realistic expectations- most patients state “I don’t expect perfection” but many do.
- Photographic display of complications.
- Emphasise that maintenance treatment may be required.
- Develop adequate medical records.
- Clear costing sheets.
- After hours availability-answering service.
- Advertising-best is word of mouth and doctor referrals but local paper gets things going.