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Letter from the Editor: Practice Management
Charles W. Lynde, MD FRCPC

The theme of this CDA eBulletin is Practice Management. While the CDA offers a number of member benefits including the JCMS Journal, annual meeting, and CME opportunities, it continues to evolve and now has added Practice Management tools.

Most of us are well schooled in the diagnosis and management of skin diseases, but we are often less competent in the real life skills of establishing and running a practice. Most of the long standing offices have learned by trial and error “the ins and outs” of practice management. Just when we thought everything was under control, new issues surfaced in our office that forced a curve ball requiring reconfiguration in the office structure. As such, the area of practice management is of utmost importance. As dermatologists we love to run efficient offices. Our depth of expertise is best shared with our patients in an office that is smooth running with efficient and pleasant staff.

It was thought we would commission for practice management articles in general dermatology and build upon this concept. We were particularly interested in a new dermatology graduate’s perspective who could outline whether they opened their own practice and share some insight on some of the ease or challenges that came with this opportunity. Alternatively, our interest was focused on a new dermatologist joining an established practice and what insight they could offer in this discussion. Alas, despite requests of several potential invitees, we had no takers for the task. We also wanted to include and showcase opinions and experiences of seasoned dermatologists as an additional focal point for this initiative.

Dr. Rod Kunynetz (Barrie, ON) responded to our request and has written an article on how to run an efficient practice combining both medical and research dermatology. Running a medical office and a research practice concurrently requires special skills to complete this balancing act. Dr. Kunynetz has been able to successfully accomplish this task.

Most dermatologists would like to continue their office well into their mature years, as they find patients interesting and their work stimulating. However, all good things do come to an end and closing your practice is a complex undertaking. Dr. Agnes Reicher has just recently closed her practice. She shares her experience and perspectives in her article published in this Bulletin.

We will be doing a second eBulletin in June 2014 on Practice Management. The CDA is developing this new initiative to support members to allow them to better understand Practice Management, i.e., recruitment agencies and medical marketing campaigns. Particular focus will be placed on practice management tools as developed by the CDA.

Stay tuned to your CDA eBulletin for more information.