



# Alabama Chapter-AAP Member Action Tool: **A Step by-Step Blueprint for Establishing Satellite Clinics in Underserved Areas**

September 2012

American Academy of Pediatrics  
DEDICATED TO THE HEALTH OF ALL CHILDREN™



Alabama Chapter

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**A Step-by-Step Blueprint for Establishing Satellite Clinics in Underserved Areas**

<b>1</b>	Determine Satellite Readiness	<ul style="list-style-type: none"> <li>• Are the physicians/providers in your practice ready to expand services to another location?</li> <li>• Are the physicians/providers in your practice able to maintain patient load in your current location and another location?</li> <li>• Are you staffed to handle increased patient inquiries with appointments, claims, and referrals?</li> <li>• Is the timing right to incur increased costs, increased administrative time, and increased clinical time?</li> </ul>
<b>2</b>	Establish Leadership Team	<ul style="list-style-type: none"> <li>• Identify a physician leader or leaders who can direct your practice transformation. Qualities include: <ul style="list-style-type: none"> <li>○ Availability to spend time on the project</li> <li>○ Has a vision for the “end product”</li> <li>○ Able to supervise and direct staff</li> <li>○ Has knowledge of the inner workings of the practice</li> </ul> </li> <li>• Identify staff leaders who will assist physician in evaluating your “home base” and executing your vision. These may include: <ul style="list-style-type: none"> <li>○ Project coordinator</li> <li>○ Nursing supervisor</li> <li>○ Clerical supervisor</li> <li>○ Information technology support</li> </ul> </li> </ul>
<b>3</b>	Evaluate Current Practice	<ul style="list-style-type: none"> <li>• Evaluate current patient demographics <ul style="list-style-type: none"> <li>○ Where are current patients coming from (zip code)?</li> <li>○ What is the payer mix from the proposed area? Is it enough to sustain the size clinic under consideration?</li> <li>○ Will a satellite in the proposed location extend the reach of the practice, or shift patients from the current practice?</li> </ul> </li> <li>• Evaluate provider availability <ul style="list-style-type: none"> <li>○ Will the new clinic be staffed with current providers, new providers, or providers to be recruited at a later time?</li> <li>○ Will nurse practitioners/physician extenders be used? Will they have direct or indirect supervision?</li> </ul> </li> <li>• Evaluate staff availability <ul style="list-style-type: none"> <li>○ How many new employees will be needed in the new location?</li> <li>○ Will added appointments and insurance claims be handled by current or additional personnel?</li> <li>○ Are the supervisors in the current practice able to take on new responsibilities?</li> </ul> </li> </ul>
<b>4</b>	Decide Private Versus Rural Health Clinic	<ul style="list-style-type: none"> <li>• If the new location is in a medically underserved area, it may qualify for Rural Health Clinic (RHC) designation by the Centers for Medicare and Medicaid Services (CMS).</li> <li>• An overview regarding Rural Health Clinics can be found here: <a href="http://www.cms.gov/Outreach-and-Education/Medicare-Learning-Network-MLN/MLNProducts/downloads/RuralHlthClinfctsht.pdf">http://www.cms.gov/Outreach-and-Education/Medicare-Learning-Network-MLN/MLNProducts/downloads/RuralHlthClinfctsht.pdf</a></li> <li>• If more information is needed, the CMS center for RHC is found here: <a href="http://www.cms.gov/Center/Provider-Type/Rural-Health-Clinics-Center.html?redirect=/center/rural.asp">http://www.cms.gov/Center/Provider-Type/Rural-Health-Clinics-Center.html?redirect=/center/rural.asp</a></li> <li>• A “How-to” manual for RHC can be found here: <a href="http://www.narhc.org/uploads/pdf/RHCmanual1.pdf">http://www.narhc.org/uploads/pdf/RHCmanual1.pdf</a></li> </ul>

<b>5</b>	Find a Location	<ul style="list-style-type: none"> <li>• Search within 30-60 minute driving radius from the primary clinic <ul style="list-style-type: none"> <li>○ Lease v. purchase</li> <li>○ Building space can primarily be clinical space since clerical activities like appointments and insurance can be centralized at the main location</li> <li>○ Consider starting small with room for expansion as needed</li> </ul> </li> </ul>
<b>6</b>	Develop Infrastructure	<ul style="list-style-type: none"> <li>• Secure funding plan/financing for 3 months of expenses including vaccines, supplies, personnel, and physical plant.</li> <li>• Hire new employees for training <ul style="list-style-type: none"> <li>○ Consider training at the main location so that the new clinic can have the same culture as the original practice</li> </ul> </li> <li>• Credential all providers for the new location</li> <li>• Expand (electronic) medical records to the new location</li> <li>• Develop marketing strategy (web site, mailings, advertisements, etc.)</li> <li>• Renovate new location as needed <ul style="list-style-type: none"> <li>○ Consider designing the new space to resemble the main location so that patients moving between locations identify with the practice brand</li> <li>○ Set up clerical space and exam rooms in standard system so that providers moving between locations can be efficient.</li> </ul> </li> </ul>
<b>7</b>	Build Relationships in the New Community	<ul style="list-style-type: none"> <li>• Meet with the local Chamber of Commerce</li> <li>• Establish relationships with local hospital</li> <li>• Become involved with local medical society</li> <li>• Use local merchants when appropriate</li> <li>• Contact local providers when appropriate</li> <li>• Offer to speak at local schools, business groups, and parenting groups.</li> </ul>
<b>8</b>	Open the New Practice	<ul style="list-style-type: none"> <li>• Summer and Fall are good times to open so that challenges in the work flow can be worked out before the busier winter season</li> <li>• Consider opening with abbreviated schedules for a time so that new employees and providers can begin to function in the new location</li> <li>• Schedule seasoned providers in the new location to provide stability and insure that the practice culture can be established</li> <li>• Constantly reassess practice for efficiency, patient satisfaction, clinical outcomes, and profitability.</li> </ul>
<b>9</b>	Enjoy the New Satellite Location	