

## Setting up a Sclerotherapy practice

### **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.