

MEDC+SHARE

State of Private Practice 2025

Survey Results and Insights

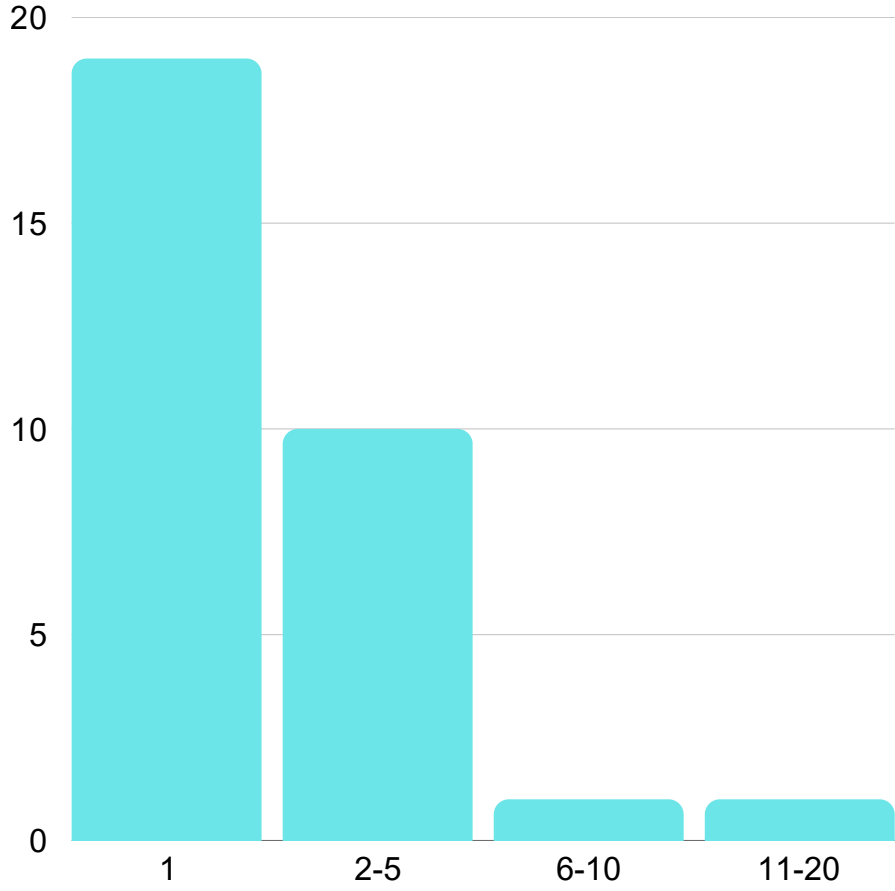
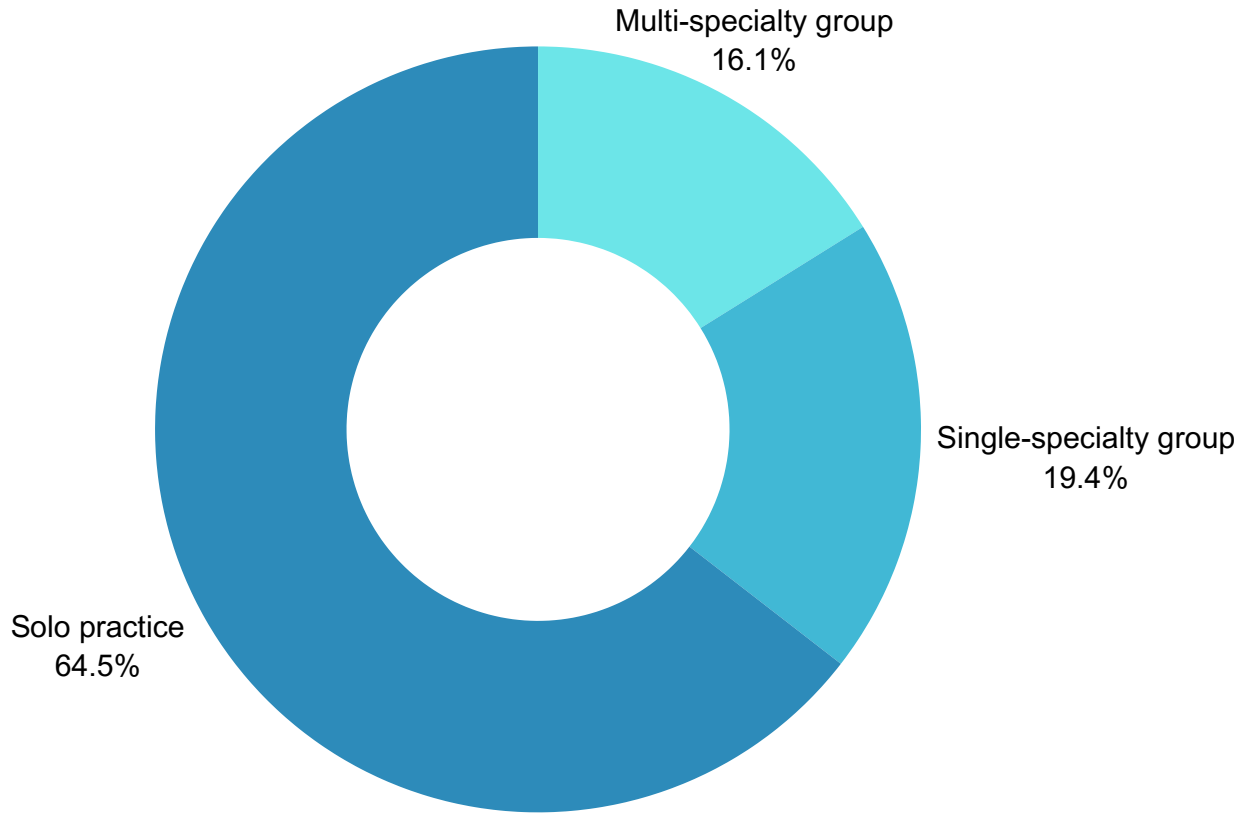
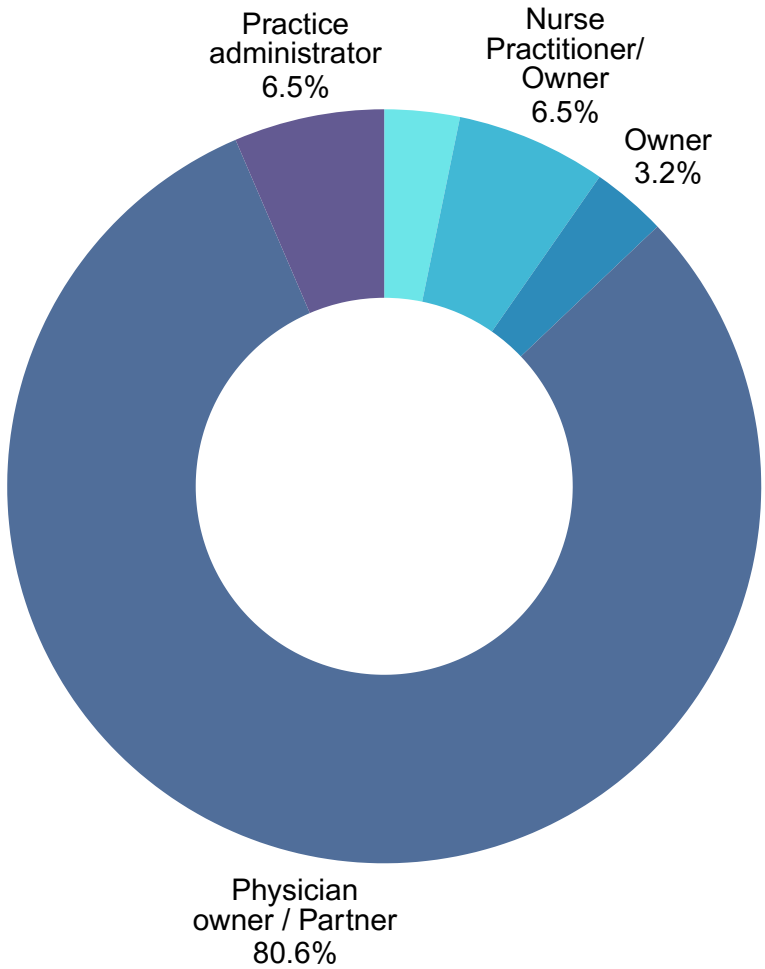


Who is Our Market?

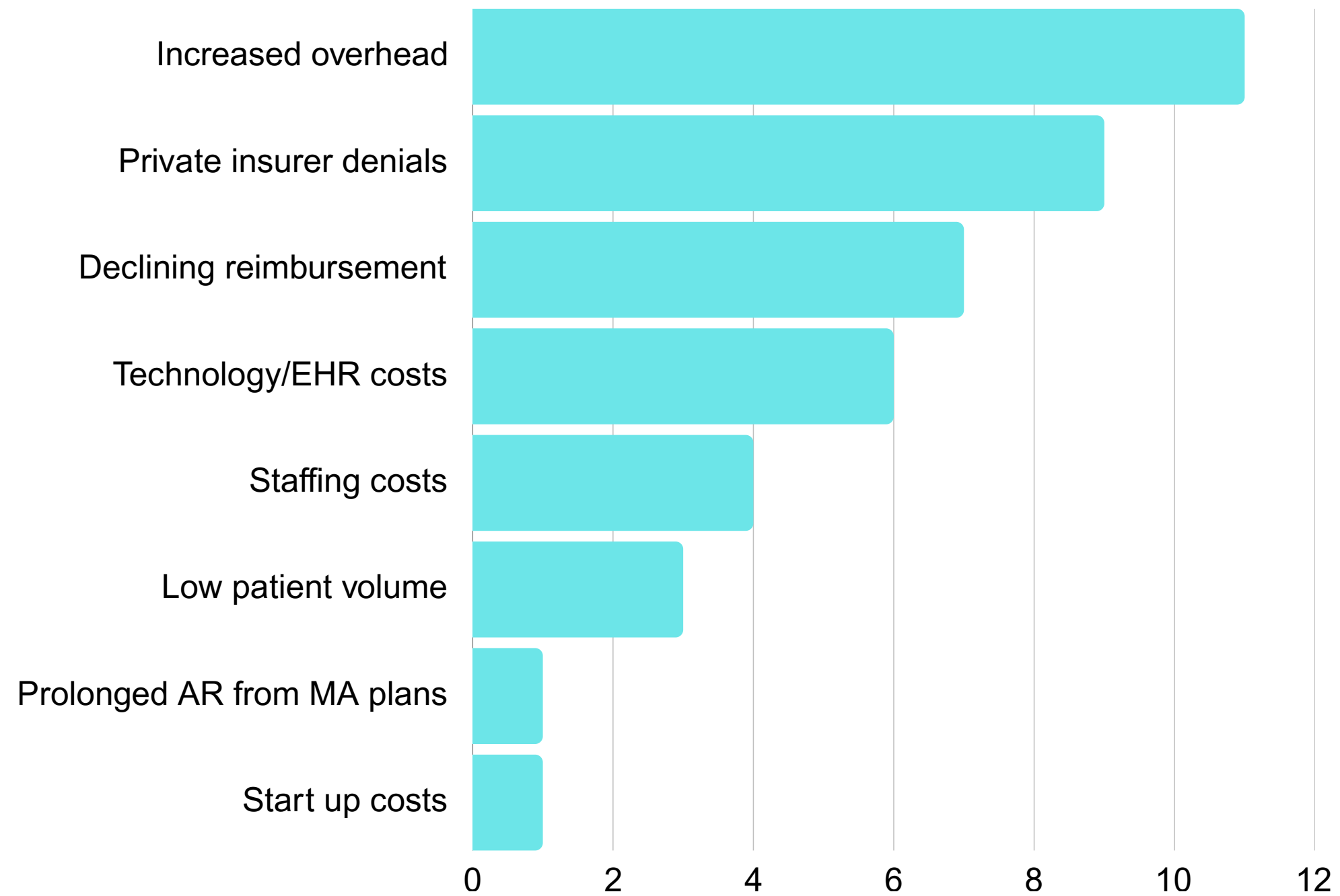
Owners

Solo Practice /
Single Specialty

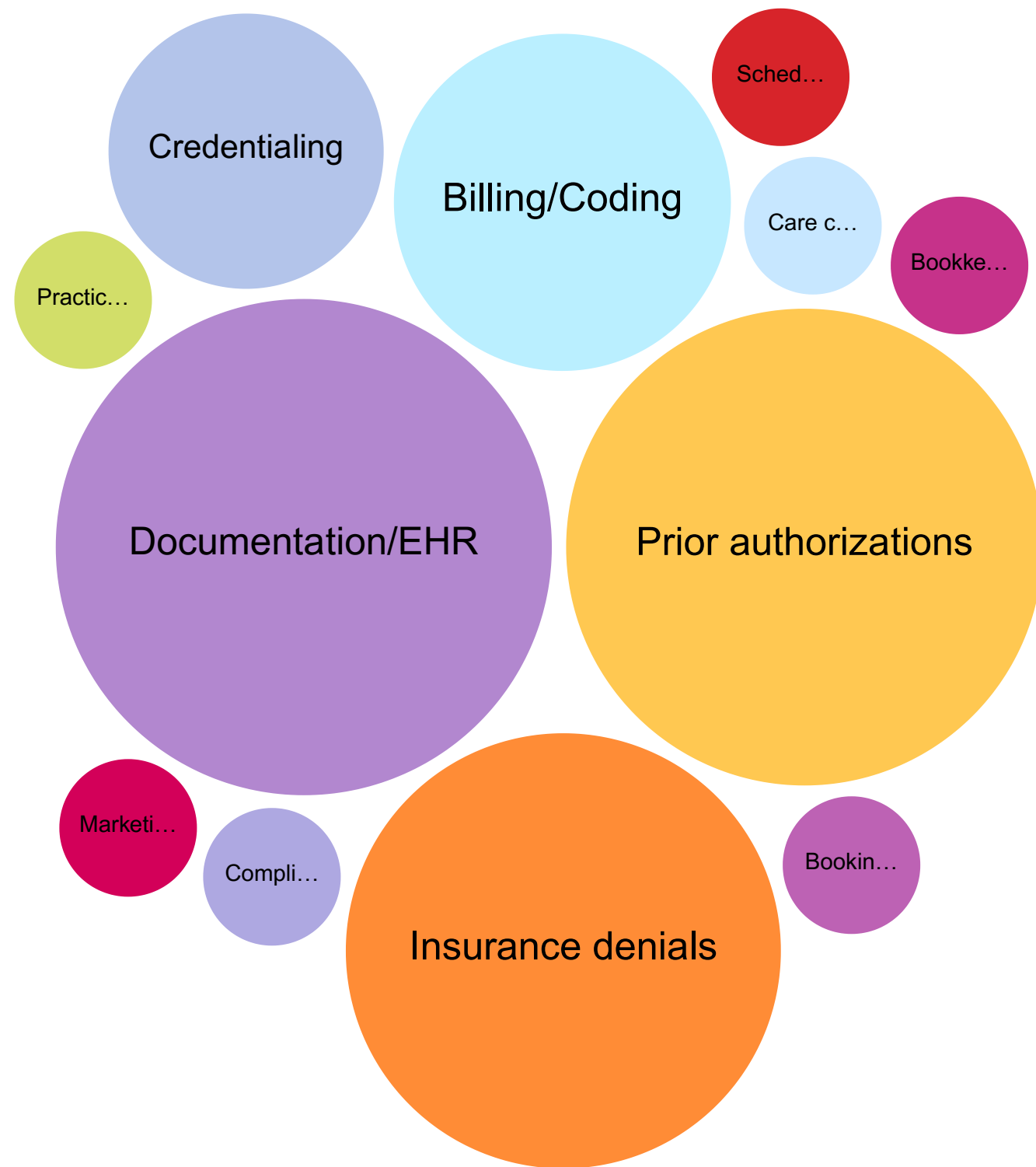
1-5 Operators



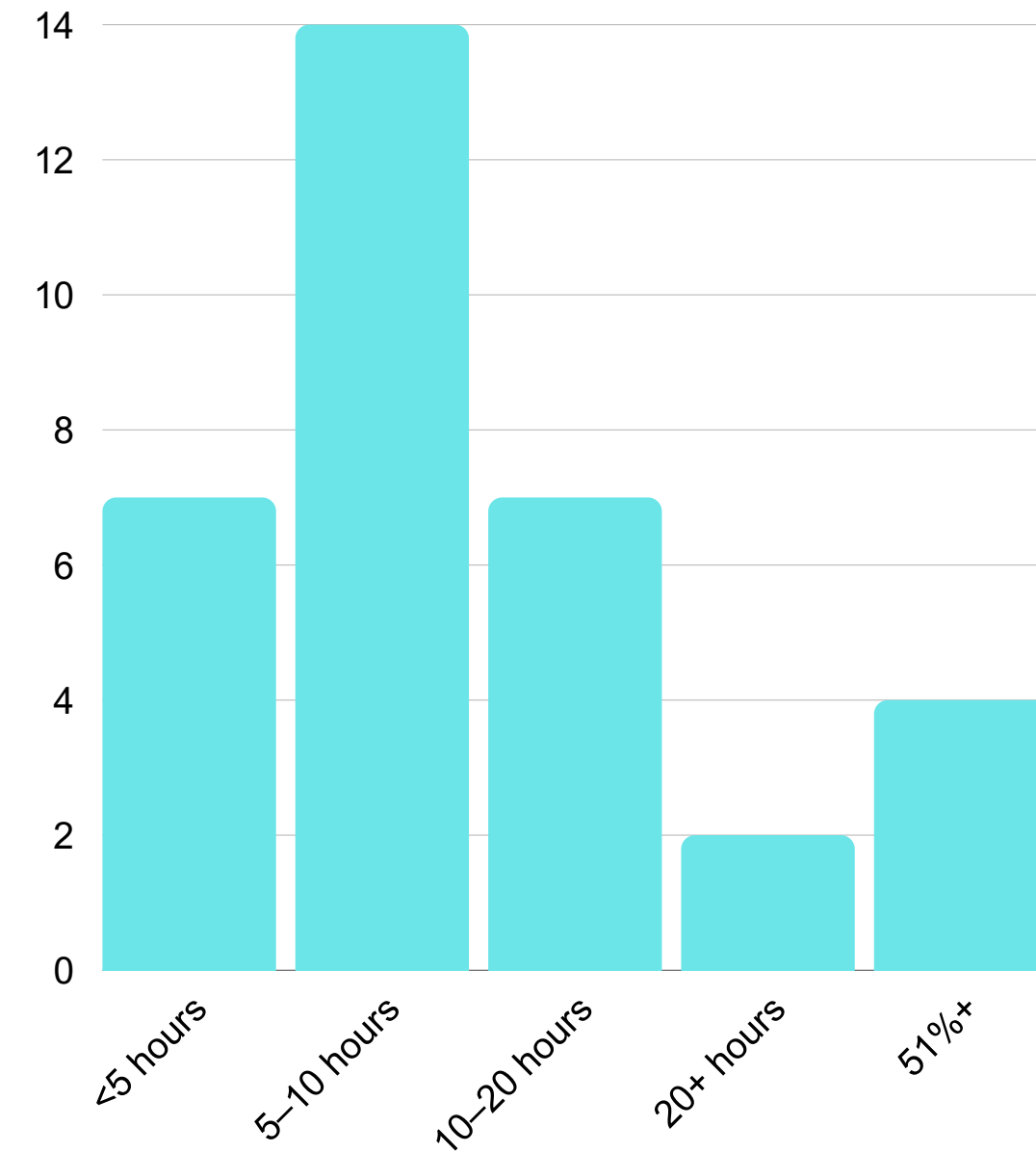
Largest Financial Pressures



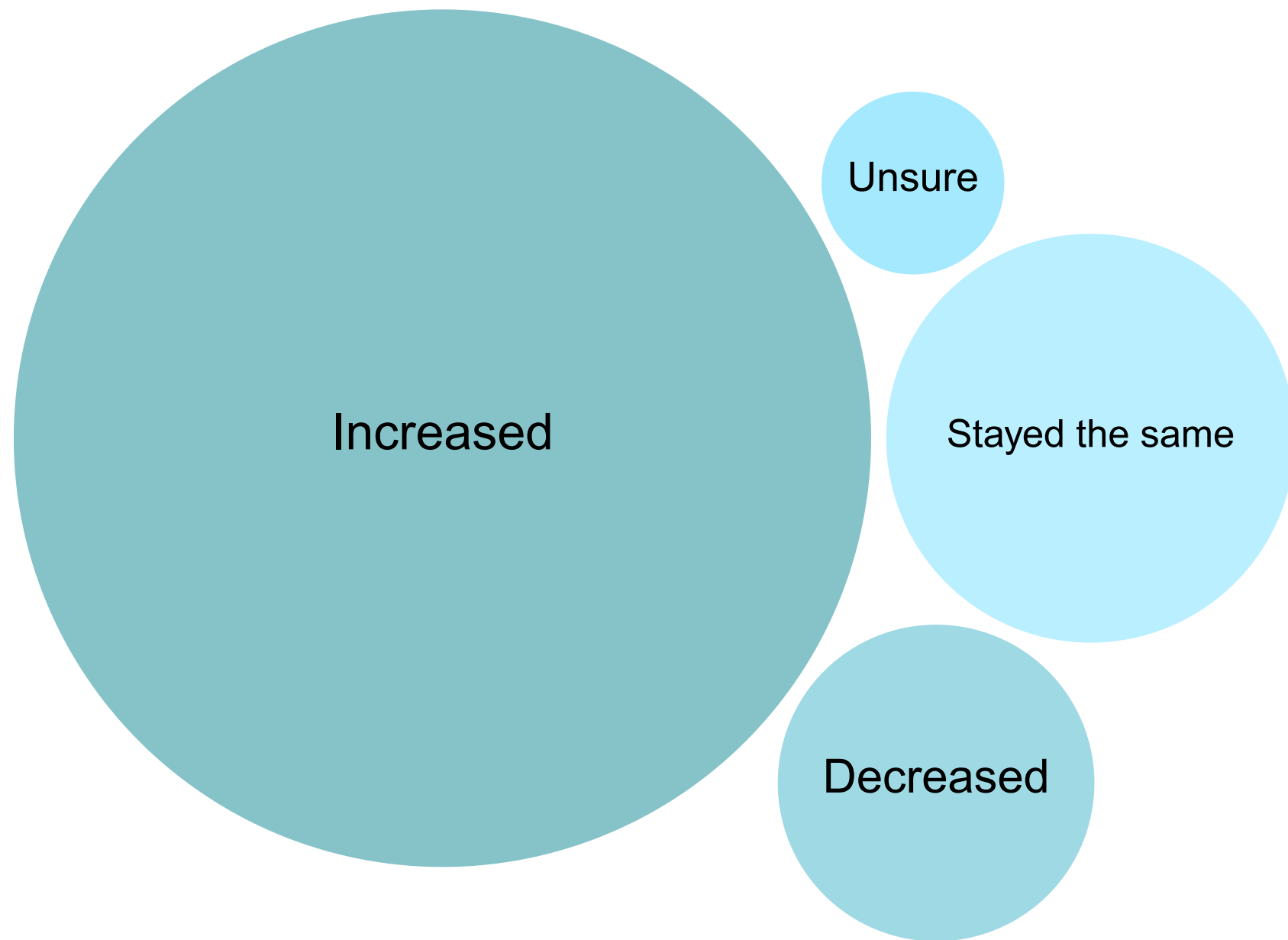
Administrative Burden



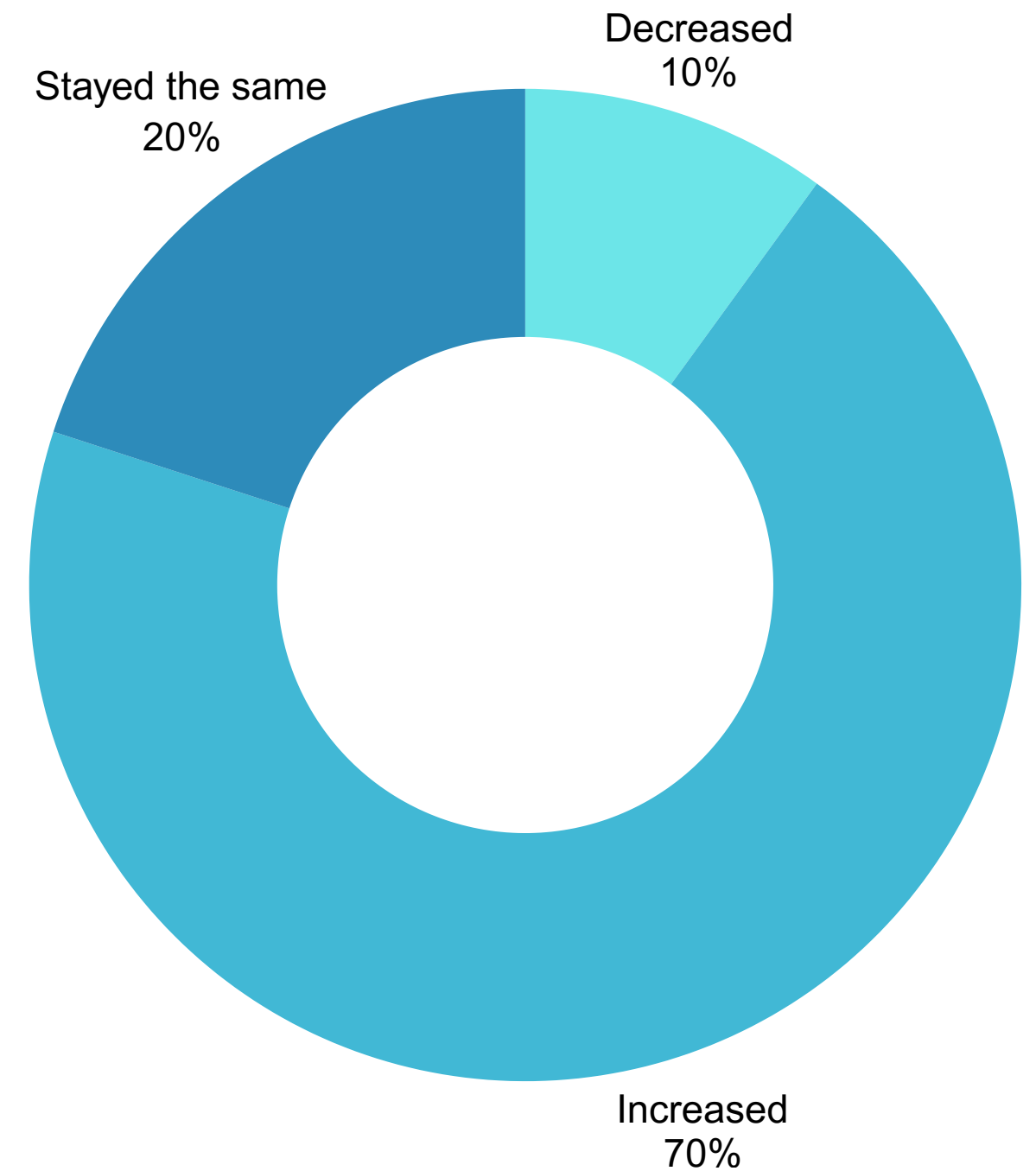
Weekly time spent on administrative tasks



Profitability in the past 12 months

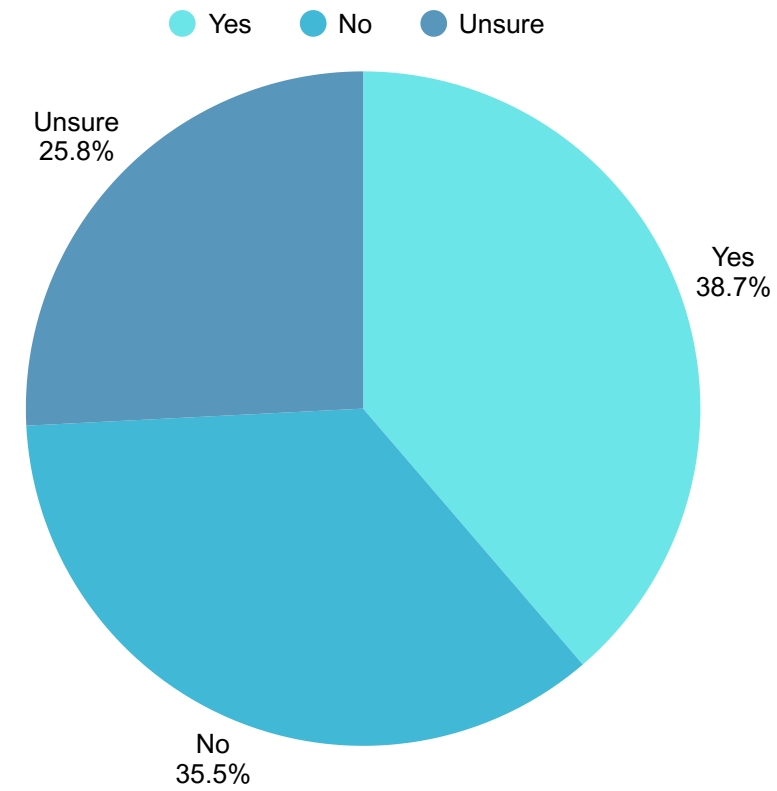


Patient volume in the past 12 months

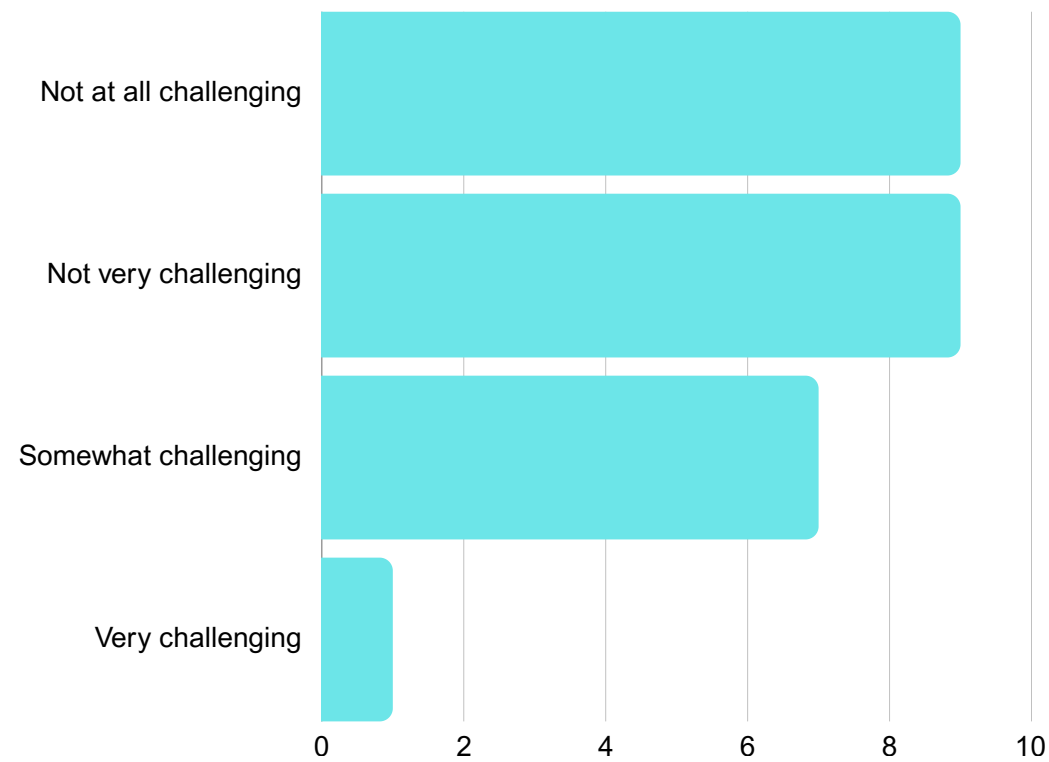


Staff Expansion

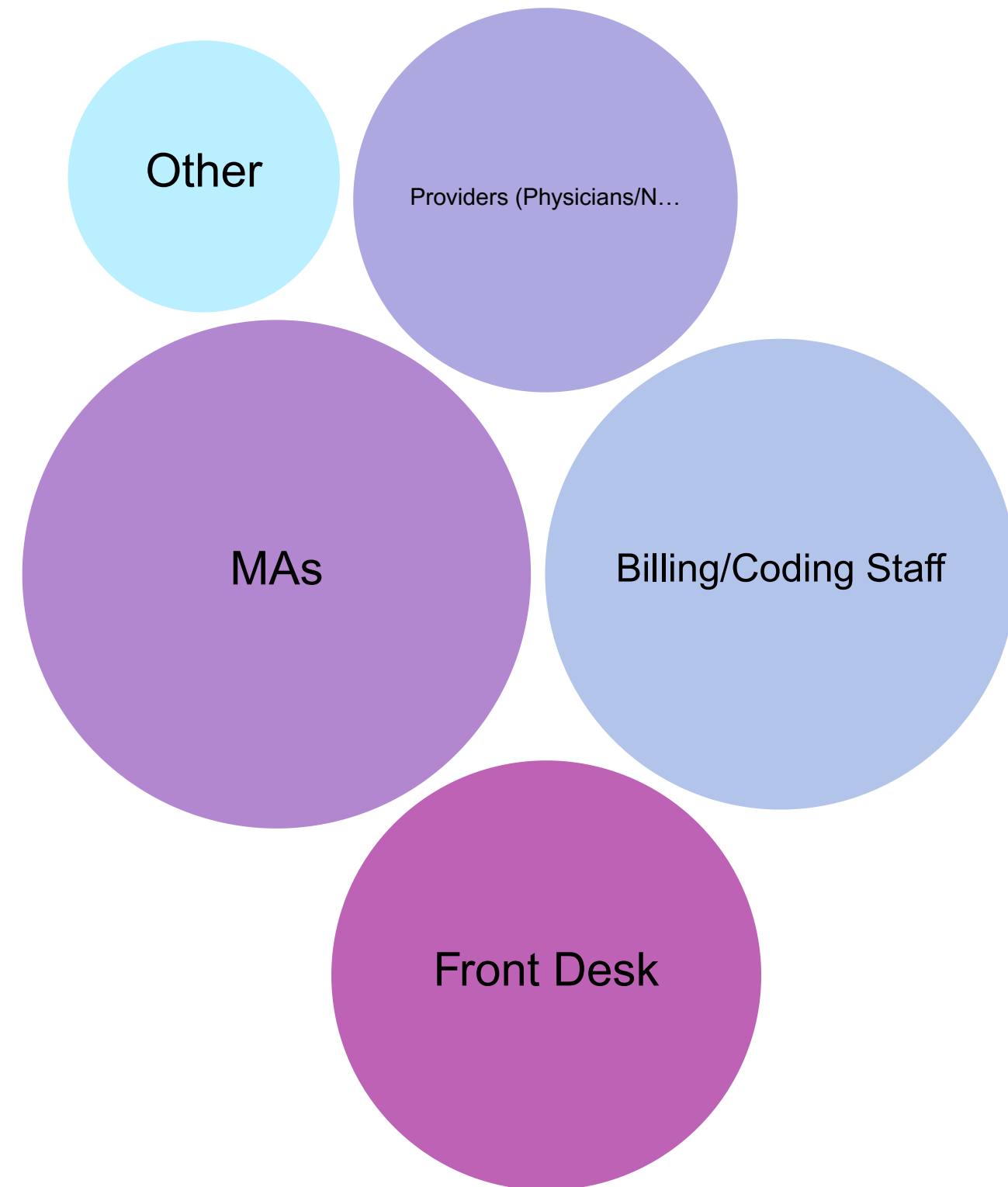
Hiring in the next 12 mo



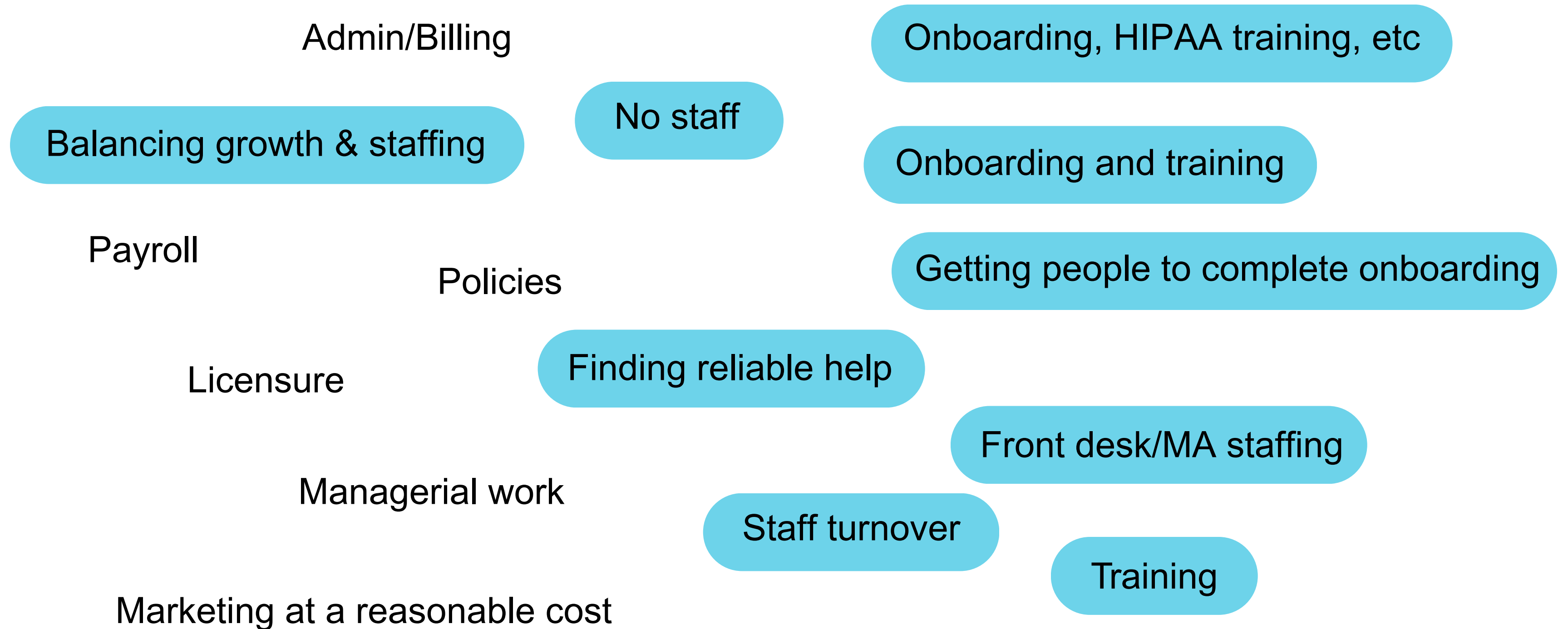
Recruitment challenge in the past 12 mo



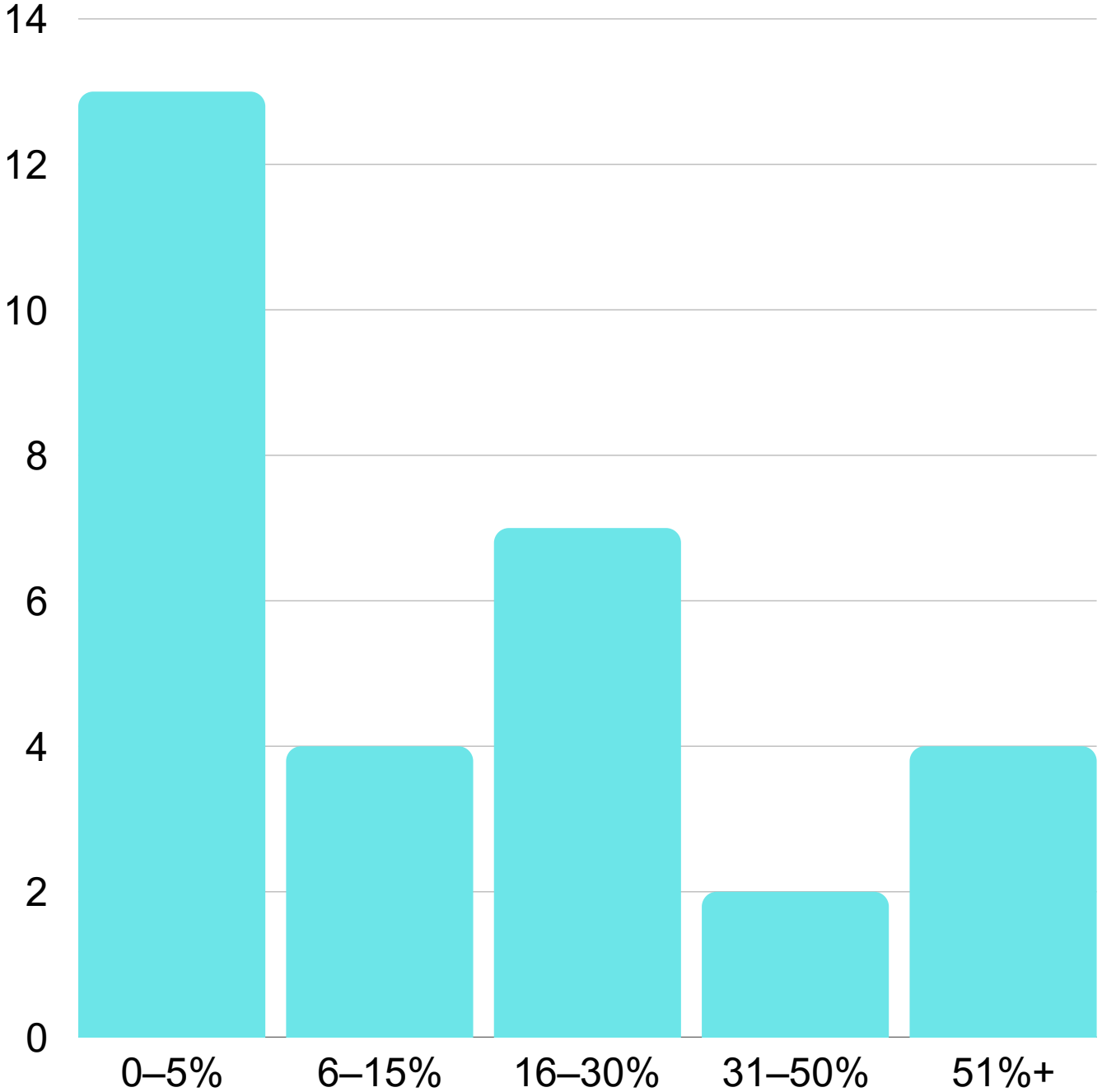
Most challenging roles to hire



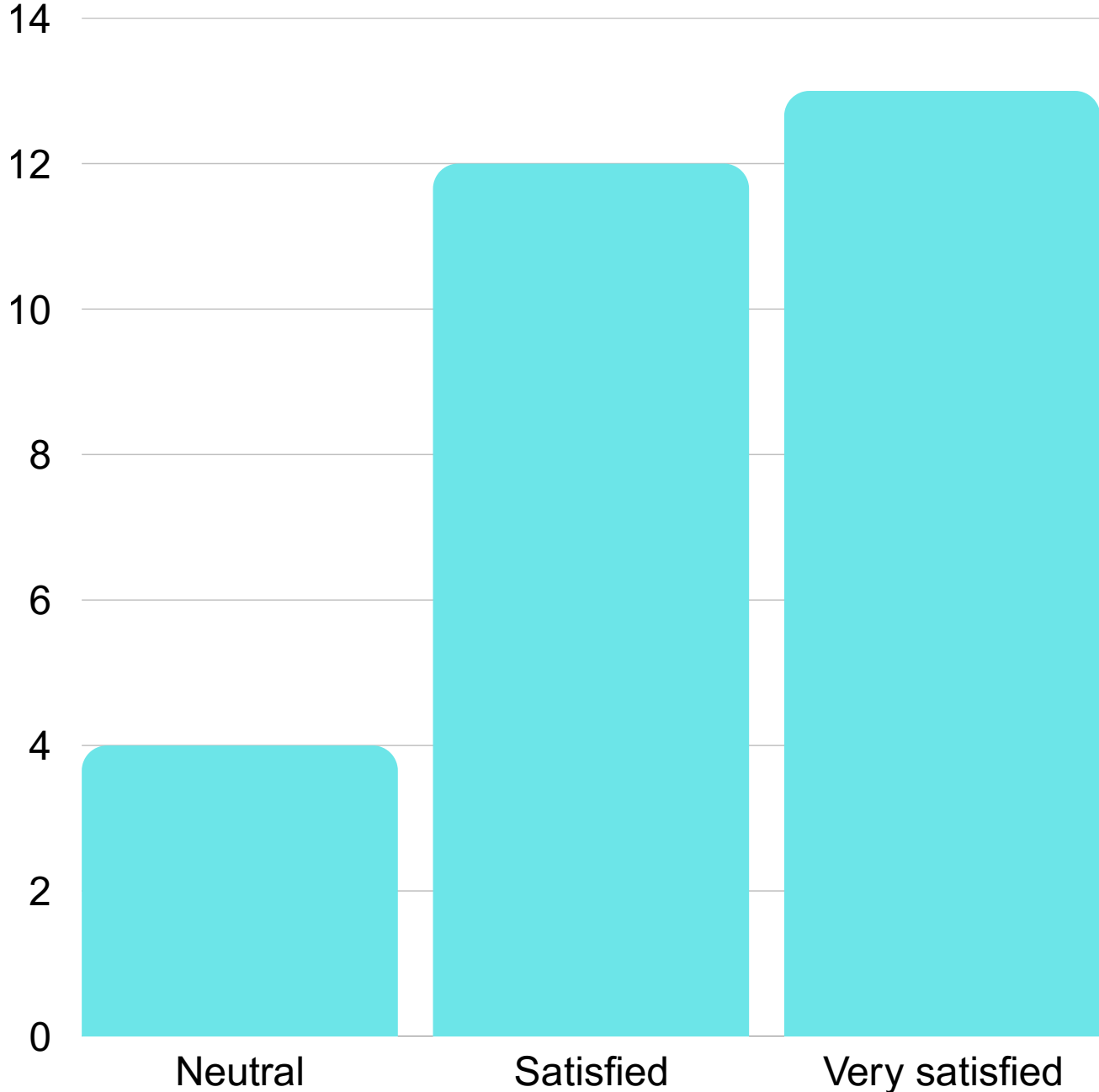
Biggest HR challenge today



What percent of visits are telehealth?



Current EHR satisfaction rates



Biggest patient care challenges

Response	Count
Administrative burden	9
Patient no-shows	5
Care coordination	3
Managing complex patients	3
Mental/behavioral health capacity	3
Red tape of getting practice set-up	1
Last minute patient changes	1

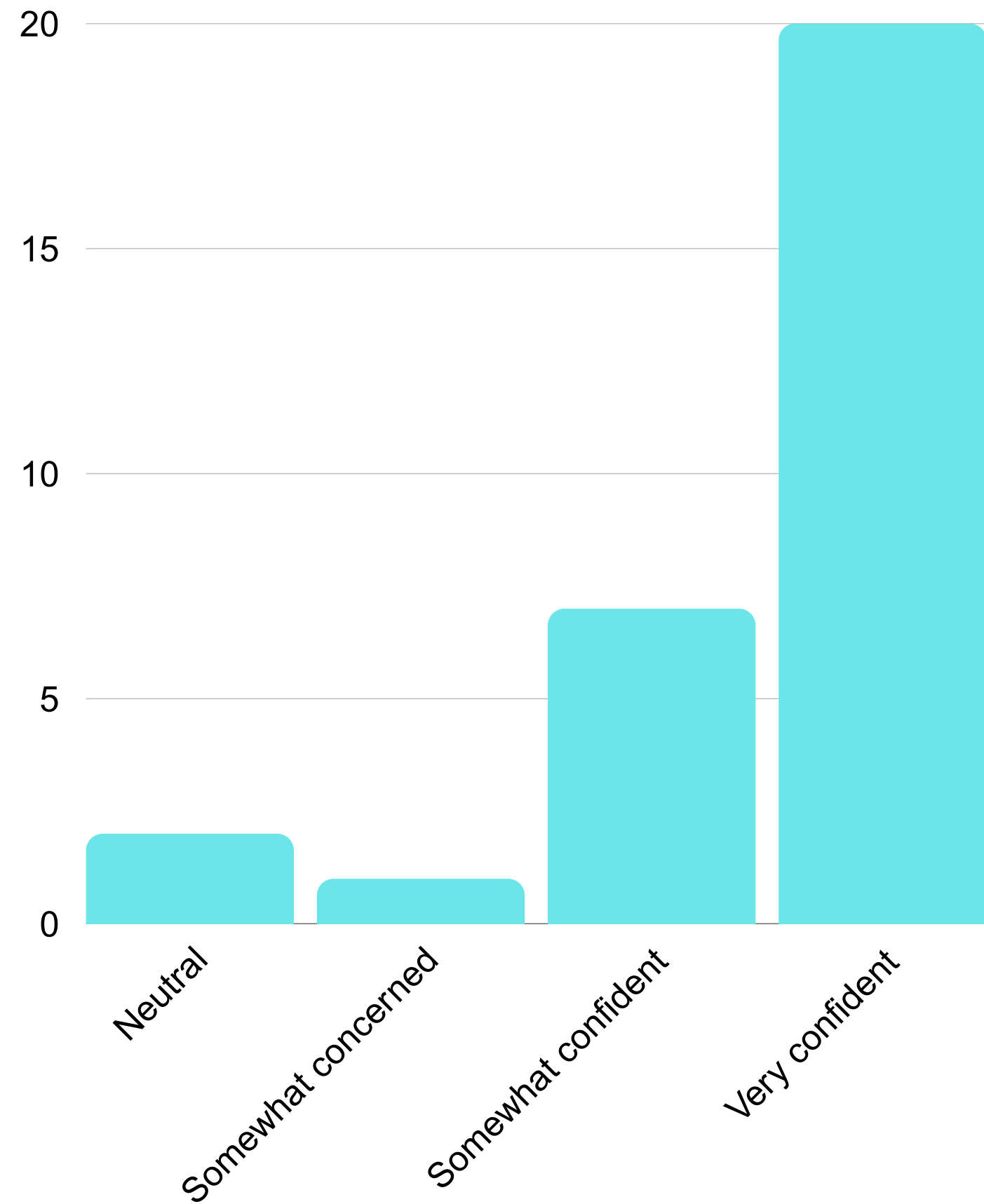
Administrative function outsourcing consideration

Response	Count
None	11
Billing	10
Credentialing	10
Marketing	9
HR	8
All outsourced	1

Planned technology upgrades in the next 12 months

Response	Count
None	12
AI/Automation	9
Patient Engagement Tools	5
New EHR	2
New Computers	1
Everything	1

Confidence in private practice long term viability



Change considerations in the next 3 years

Response	Count
No Changes	23
Becoming Concierge/DPC	5
Merging	2

Key Threat Themes to the Future of Private Practice

Financial Pressure & Reimbursement Decline

Margins are compressing from both sides — lower payments + higher cost

- Decreasing reimbursement rates
- Rising operating costs with flat patient volume
- Insufficient revenue / profitability concerns
- Medicaid clawbacks & audit risk

Regulatory & Compliance Burden

Perception that clinical decisions and operations are becoming externally controlled.

- Increasing government involvement in healthcare
- Regulation of treatments (e.g., ketamine)
- Administrative and compliance complexity

Consolidation & Loss of Independence

Independent practices feel they are losing negotiating power and autonomy.

- Hospital and private equity buyouts
- Increasing monopolization in local markets
- Reduced leverage with insurance companies
- Government or system takeover concerns

Workforce & Capacity Constraints

Practices are caught between growth pressure and limited staffing scalability.

- Volume overload without adding clinicians
- Hiring challenges / inflated salary expectations
- Fear of becoming too busy to manage
- Referral slowdowns and patient acquisition concerns

What Independent Practices Need Most to Succeed

Financial Leverage & Reimbursement Power

Independent practices don't just need revenue — they need leverage to compete with larger systems.

- Better reimbursement rates
- Access to group purchasing / discounts
- Lower administrative costs
- Reduced reliance on insurance or stronger negotiating power

Patient Acquisition & Growth Channels

Sustainable growth comes from diversified and predictable patient pipelines, not a single channel.

- Marketing (consistent and effective)
- Word-of-mouth / organic referrals
- Multiple referral sources

Community, Collaboration & Shared Learning

Working alongside peers in similar situations

- Isolation is a disadvantage — shared knowledge and community accelerate growth and resilience.

Operational Infrastructure & Flexibility

Operational maturity — not just clinical ability — is what enables practices to scale efficiently.

- Clear resources, systems, and playbooks
- Strong administrative support
- Flexibility in operations
- Strategic location selection

Clinical Enablement & Modern Care Models

Practices that thrive are those that expand beyond traditional visit-based care into higher-value service models.

- Affordable access to required collaborators (e.g., supervising physicians)
- Adoption of care management programs (CCM, TCM, RPM)

Key Advice Themes for Starting a Private Practice

Patience & Resilience

Growth is slow and uneven early on — mental endurance is a core requirement, not a soft skill.

- Be patient
- Don't give up
- Keep going
- Prepare for slow seasons

Financial Preparation & Planning

Patient flow doesn't happen organically — demand must be intentionally built.

- Market early (before opening)
- Consistent marketing efforts
- Find and promote a niche

Marketing & Positioning

Underestimating the financial runway and operational complexity is one of the biggest early risks.

- Have more funding available
- Plan for anything and everything
- Balance autonomy with the business side of medicine

Guidance & Support Systems

Practices that succeed faster leverage existing knowledge instead of figuring it out alone.

- Find a mentor early
- Learn from others' mistakes and successes
- Work with a business coach
- "Come talk to me" (peer support mindset)

Protect your practice. Join the movement!

Reach out to us to learn more on how MedCoShare can help with real estate, marketing, practice management, and beyond.

Contact Us:

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