



COLLEGE of AMERICAN  
PATHOLOGISTS

# Making a Business Case

Practice Management Community of Practice

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Subject Expert: Stephen G Ruby, MD, MBA, FCAP

Participants: CAP PM Workshop Graduates

March 13, 2019

11:00 AM CT

# Today's Agenda

- Refresher: Business Case
- Discussion
- Wrap Up: Summary & Next Steps

# Disclaimer

**Nothing in this discussion should be construed as legal, billing or accounting advice. Such advice should only come from your legal and financial professionals**

# Business Case — Ruby

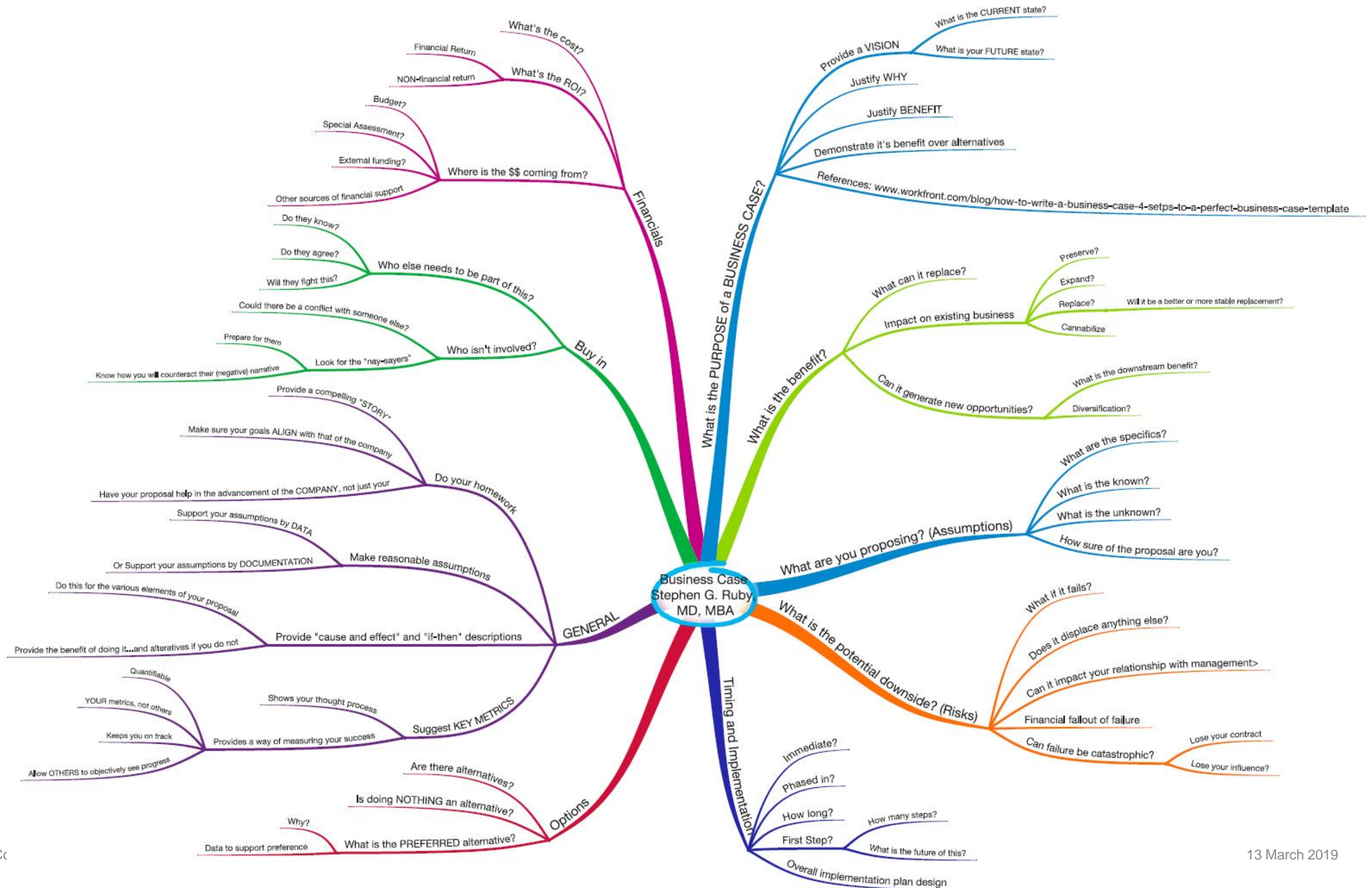
- **Goals/objectives**

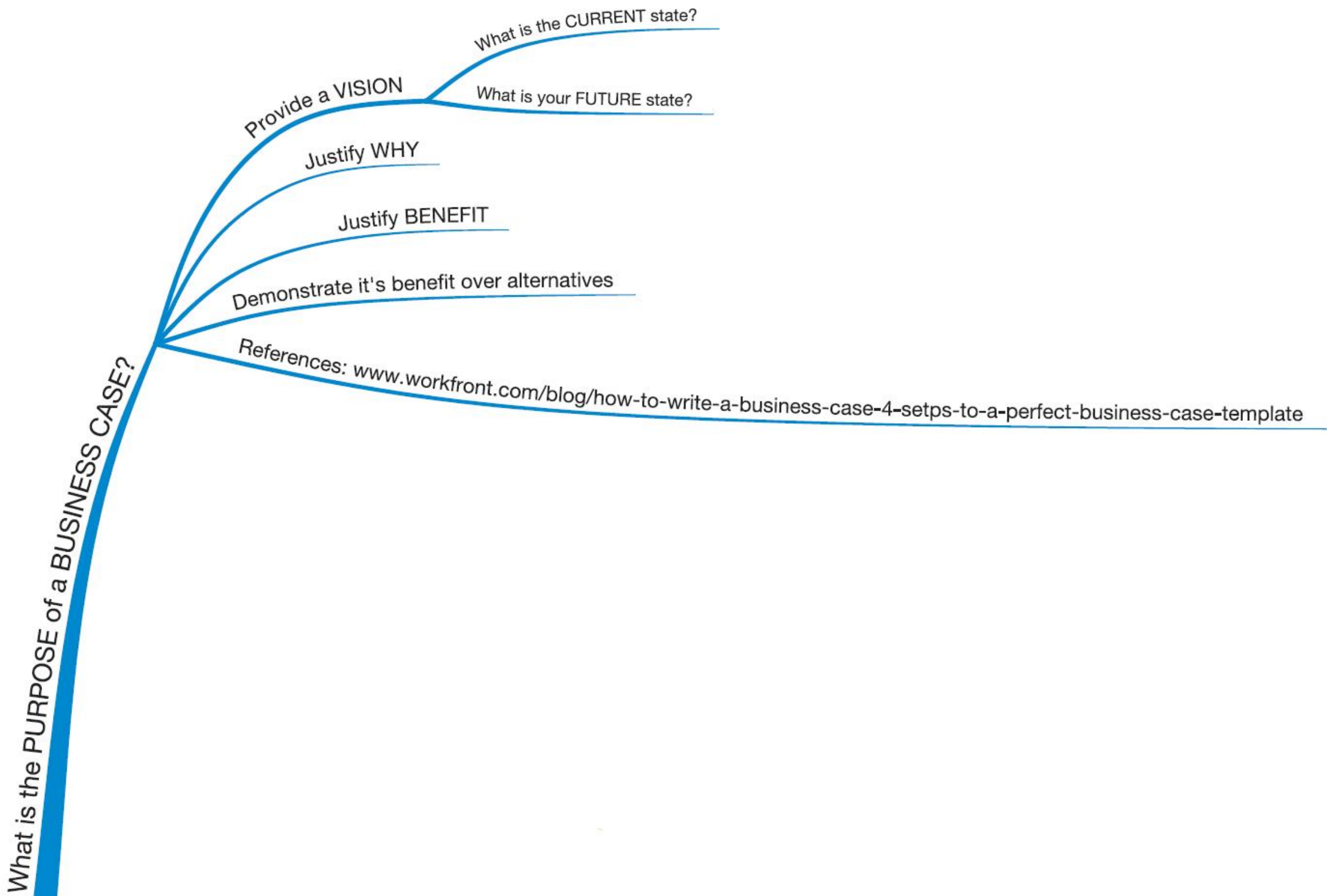
- Define a business case
- Understand the purpose of a business case and how it relates to the practice management of pathology
- Know what elements are essential for making an influential business case

- **Overview**

- Brief overview of the various thoughts and elements of a business “case”
  - A downloadable PDF “Mind Map” is provided
- Provide your questions for the discussion (majority of this virtual round-table)
  - You can type in your questions in the chat area, as they come up
- Wrap up

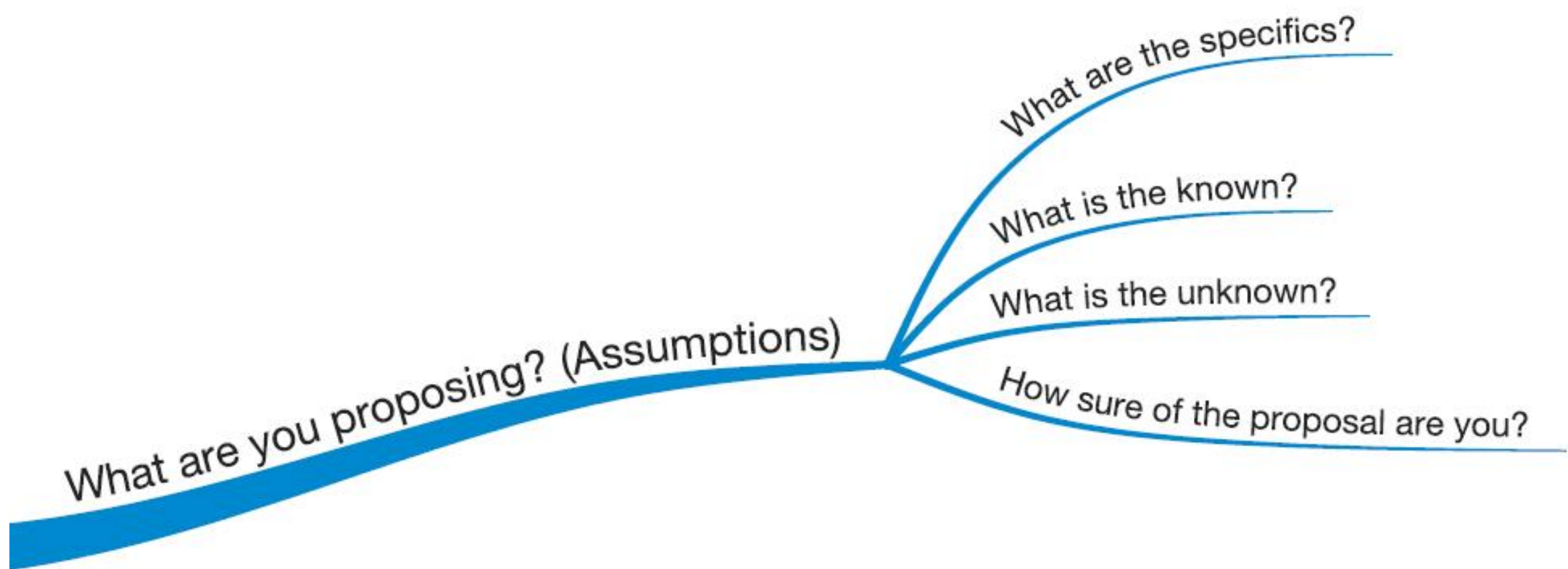




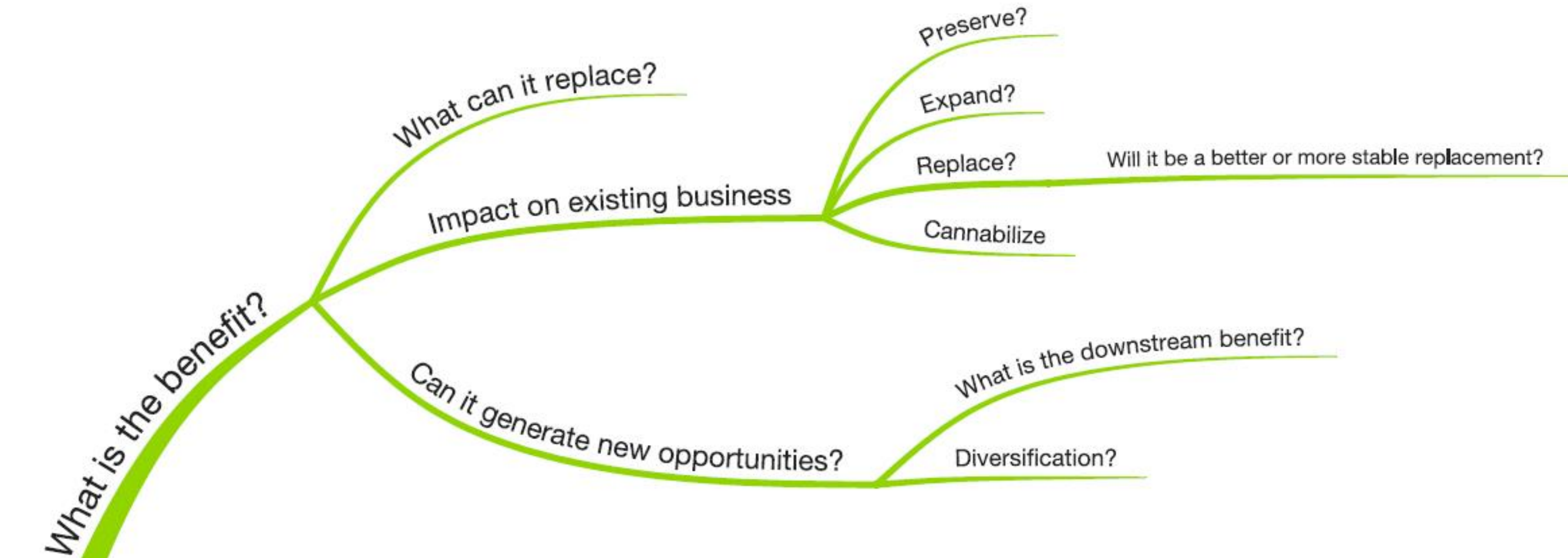












What is the potential downside? (Risks)

What if it fails?

Does it displace anything else?

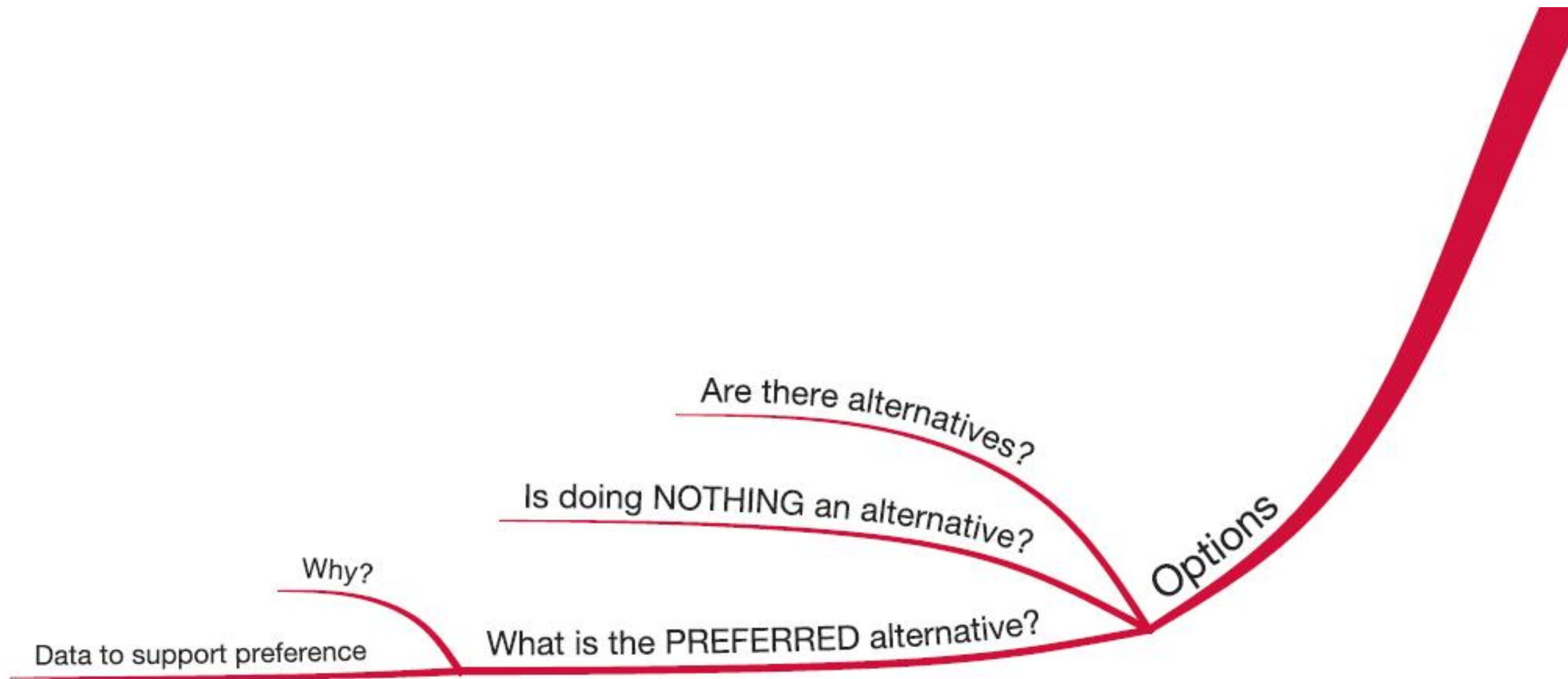
Can it impact your relationship with management?

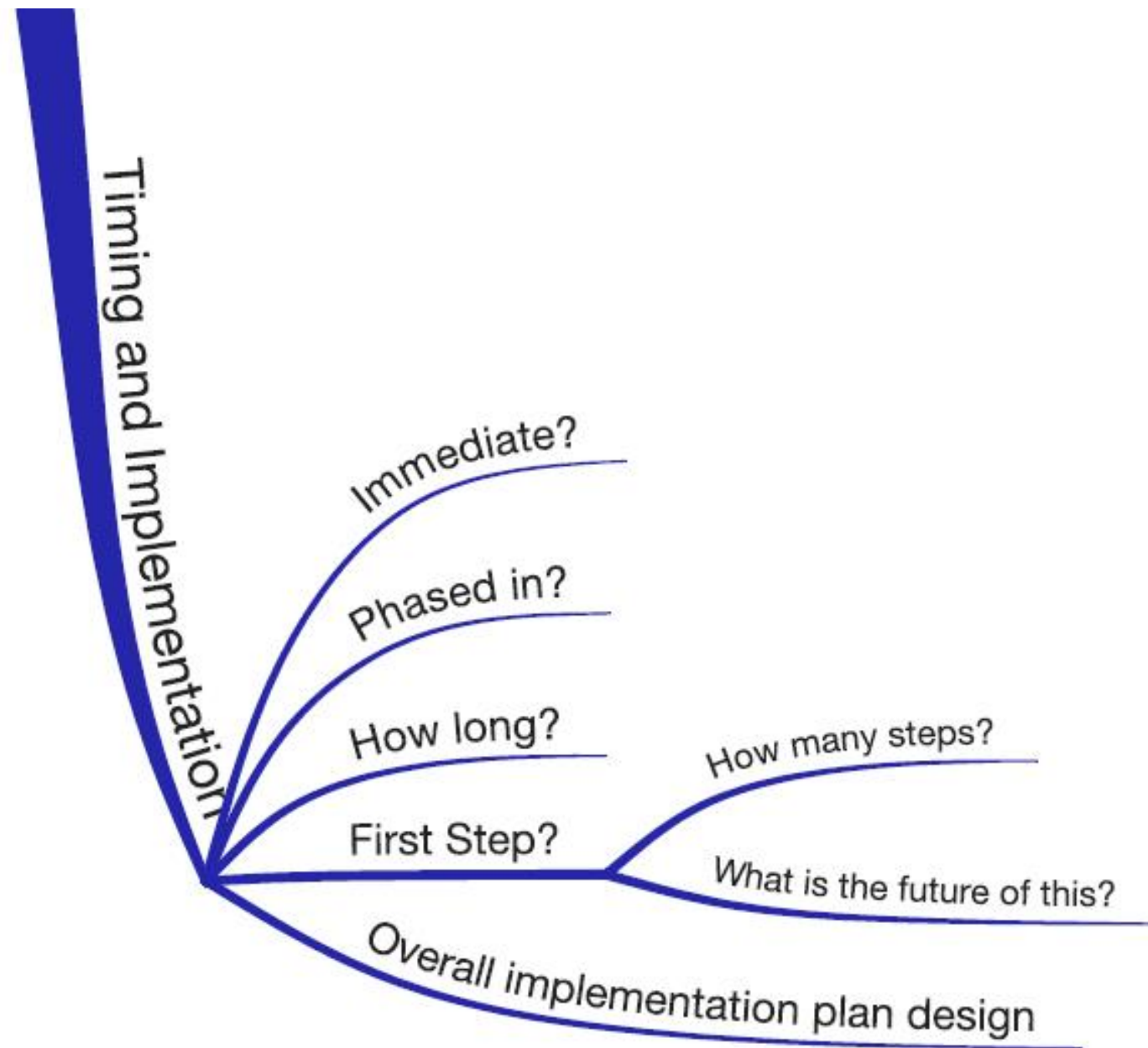
Financial fallout of failure

Can failure be catastrophic?

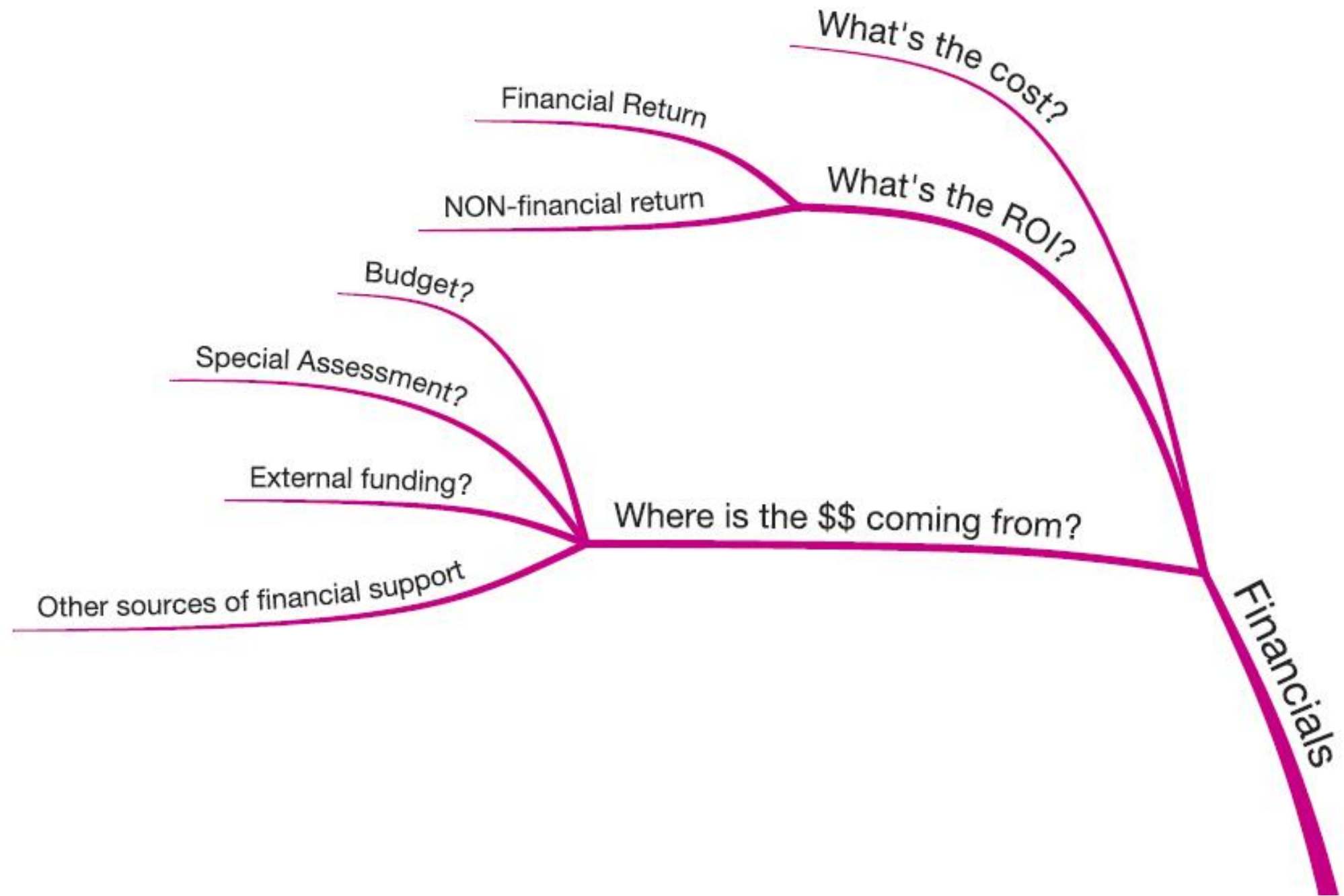
Lose your contract

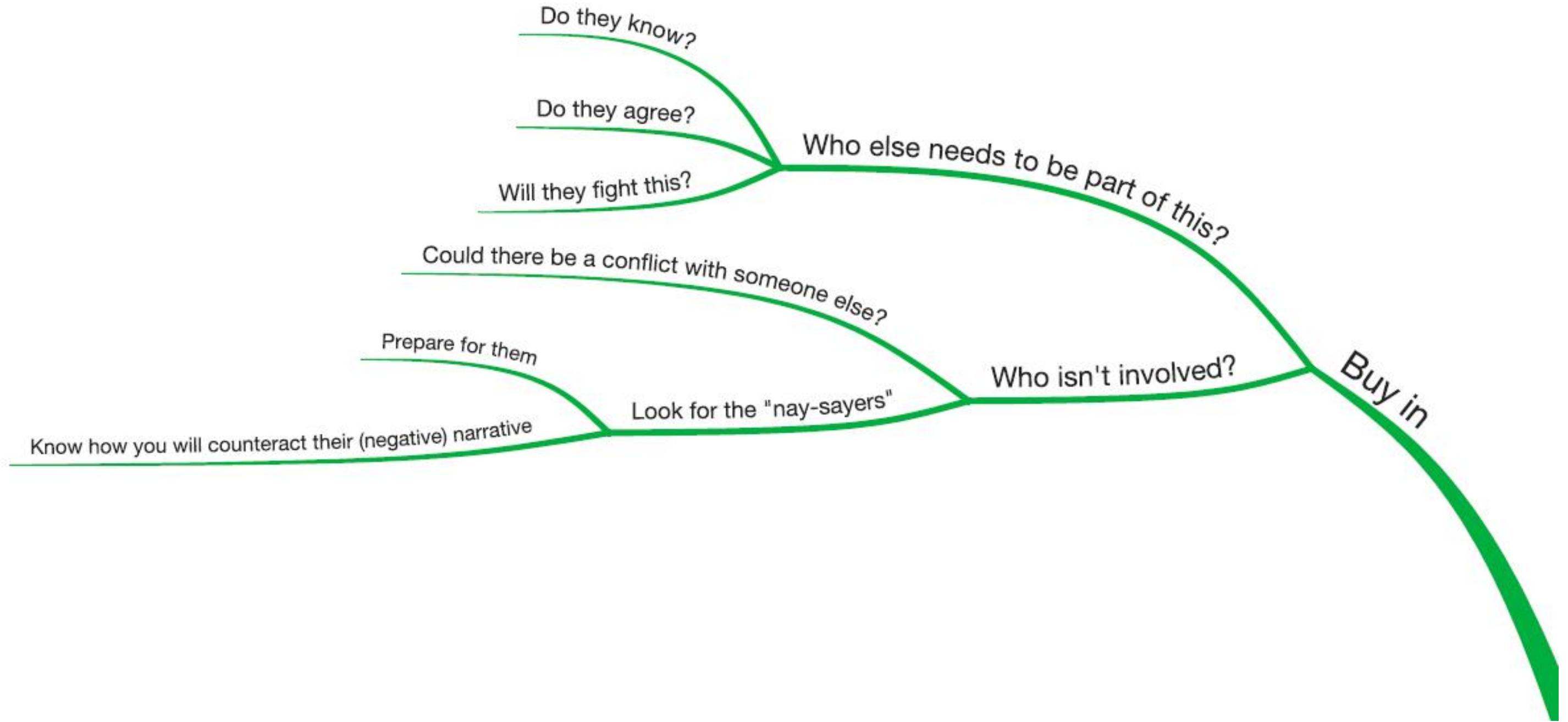
Lose your influence?











# Summary

- BE COMPLETE
- BE COMPELLING
- BE SUPPORTIVE OF THEIR MISSION
- BE HONEST
- BE CONCISE
- BE PROFESSIONAL
- BE POSITIVE
- BE ENERGETIC

# Conclusion and Next Steps

- Please provide feedback on our survey
  - What other topics are of interest?
  - Would you be interested in being a moderator or subject matter expert? If so, contact Jackie Glanton at [jglanto@cap.org](mailto:jglanto@cap.org)
- CAP staff will circulate minutes to the entire community and will include links to related resources, content, and this recording

**Practice Management Community of Practice**

**Next Session**

**SAVE THE DATE: June 13, 2019, 12 Noon (CDT)**

**Topic: Ongoing Professional Practice Evaluation (OPPE)**





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