

Practice Support and Sustainability with Jerry Ji

Practice Support helps optimize workflows, giving Primary Health Care teams more time to focus on delivering care. As a **Practice Support Consultant, Jerry Ji works to reduce overwork and burnout** among PHC providers by tackling administrative overload, inefficiencies, and compliance challenges. His goal is to help PHC teams build sustainable practices so they can focus on what matters most: patient care.

“I was ready to close my clinic. Jerry helped me stay. He gets it. He’s on our side, and he helps take the pressure off. His support made the business side of practice manageable again.”

READ DR. GHOREISHI’S FULL STORY



IF THESE ISSUES SOUND FAMILIAR, WE CAN HELP:

- ▶ Delayed sessions
- ▶ Documentation risk
- ▶ DHW warning letters
- ▶ Multiple issues at the same appointment
- ▶ Confidentiality risk
- ▶ Most responsible physician
- ▶ Virtual Care Act
- ▶ Endless paperwork
- ▶ Wanting to quit family medicine
- ▶ No work-life balance
- ▶ Failing to meet SER requirement

KEY PRACTICE SUPPORT SERVICES OFFERED

✓ Reducing Burnout and Overwork

- Streamline documentation, referrals, and other administrative tasks to save time and energy.
- Develop workflows that minimize interruptions and enhance efficiency.
- Implement strategies that help physicians balance their professional responsibilities with personal well-being.

✓ Creating Efficient and Sustainable Practices

- Optimize patient scheduling and flow to reduce wait times and prolonged visits.
- Design systems that allow practices to handle significantly increased demand nowadays without compromising care quality.
- Introduce practical solutions that align with the unique needs and goals of each practice.

✓ Ensuring Compliance and Professional Excellence

- Simplify processes to meet Longitudinal Family Medicine (LFM) contract requirements and maintain compliance with Doctors Nova Scotia (DNS), College of Physicians and Surgeons of Nova Scotia, (CPSNS), Medical Services Insurance (MSI), and other regulatory standards.
- Address challenges related to uninsured services, confidentiality, and policy adherence.

✓ Promoting the Vision of a Healthy Practice

- Support the development of practices where physicians can thrive professionally and personally.
- Foster environments where proactive patient care is initialized, urgent medical attention accommodated, and preventative health strategies applied.
- Encourage a culture of continuous improvement and adaptability to meet evolving challenges.

Jerry believes a perfect practice is one where providers can focus on their passion for family medicine without being weighed down by unnecessary burdens. By addressing foundational issues and building on each practice’s strengths, Jerry aims to create a roadmap to healthier, more fulfilling professional experiences. Contact us today to learn more.

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PROVEN OUTCOMES

Less Burnout & Fewer Delays

- **92.76%** reduction in prolonged/unexpected session delays

Stronger Compliance

- Practices meet professional standards more efficiently

More Patient Care, Less Admin

- **18%-24%** increase in service encounters
- **13%-31%** increase in visits

Better Work-Life Balance

- **24%-52%** reduction in paperwork time



How Jerry Helped Support Dr. Mahsa Ghoreishi's Practice:

"I was ready to close my clinic. Jerry helped me stay."

The Situation

Dr. Mahsa Ghoreishi built her practice around preventative care, chronic disease management, and long-standing relationships with complex patients. Her focus on quality over quantity presented challenges when navigating standard billing models and performance expectations. Despite her commitment and long hours, she faced questions about her billing data.

"We kept people out of hospital, that was our goal. But that doesn't show up on paper. I got flagged for underbilling even though I was working until 7 p.m. And you know how much money we spend on hospital beds and emergency visits—preventative care saves the system money, but it's not always recognized."

Over time, the misalignment between how she practiced and how performance was being measured led Dr. Ghoreishi to the point where she was ready to turn in her resignation.

A Last Attempt

Dr. Ghoreishi's Health Services Manager encouraged her to connect with Jerry Ji as an opportunity to explore possible solutions.

"I said, 'Sure, why not? I have nothing to lose.'"

What followed was a collaborative process. Jerry took the time to understand how Dr. Ghoreishi's practice functioned and offered suggestions that aligned with her goals and values.

What It Felt Like

Rather than prescribing a one-size-fits-all approach, Jerry helped Dr. Ghoreishi and her team explore adjustments that supported practice sustainability without compromising patient care.

"I feel like as a physician, he's on our side. Jerry gets it. He's trying to get us to work in an easier situation and take the pressure off."

The Outcome

With a few targeted changes, Dr. Ghoreishi was able to continue practicing in a way that felt sustainable and aligned with her clinical values. The stress related to billing and reporting decreased, and she felt more confident that her work was being reflected accurately.

"This change took a lot of stress off me. I haven't had a single letter about billing since."

Why It Matters

"This was the only reason I stayed. Jerry's advice helped bring clarity to the business side of my practice, and he's continued to be responsive, supportive, and practical every step of the way."

Jerry's support helped bring greater alignment between how the clinic operated and what was expected, all while maintaining the integrity of care. Bev, Dr. Ghoreishi's long-time administrative assistant, continues to play an active role, participating in discussions and implementing new suggestions as they arise.

"Whatever Jerry says, Bev picks up and runs with. I don't feel overwhelmed. We make changes, and she makes them stick."

If you're looking for guidance or support in navigating evolving practice expectations, Dr. Ghoreishi encourages her colleagues to consider reaching out. ***"I would recommend that any hardworking physician feeling strained by the financial or business demands of providing quality care connect with him. He understands, and he's here to help make things easier."***