

December 22, 2008 – Editorial contact: Randy Bauman, 800-467-3310

## **Time To Sell Your Practice? New Book Helps You Decide**

Delta Health Care announces that Randy Bauman's book, *Time to Sell? Guide to Selling a Physician Practice*, has been published by Greenbranch Publishing, Inc. and is available for purchase at:

[http://shopmpm.com/time\\_to\\_sell\\_your\\_physician\\_practice\\_bauman.asp](http://shopmpm.com/time_to_sell_your_physician_practice_bauman.asp)

Physicians are selling their practices to hospitals at a feverish pace, because they are tired of struggling with falling reimbursements and rising costs and business complexities. But the prices hospitals are offering have cooled considerably, so selling isn't always a slam-dunk solution. In fact, physicians may find that the same problems that prompted them to sell their practice to the hospital -- regulatory headaches, stagnant income, long hours -- continue to frustrate them as hospital employees.

According to Bauman, "Physicians face a real challenge. On the one hand, the trend to sell is taking on tsunami proportions. On the other hand, selling just isn't the right choice for every physician. The trouble is many physicians lack the business background needed to assess their situation. And -- if selling is the right choice -- they may not know how to find the right hospital partner and structure a realistic deal."

Bauman's new guide bridges this gap for physicians, giving them practical tools for finding the right fit - both personally and financially. For example, the book helps physicians understand why some practices command higher rates and shows them how they can employ everything from "curb appeal" to revenue streams as the basis for developing their own pricing strategy. Practical checklists are provided to make utilizing the advice even easier.

When selling a practice isn't going to be the right fit, Bauman offers a variety of options physicians can use immediately to improve the financial rewards and personal satisfaction they enjoy in their existing practice.