



BUSINESS THINKING FOR DOCTORS- ESSENTIAL FOR SUCCESS

KEYNOTE

You are a doctor with a unique and highly valued set of skills developed through years of education, a rigorous residency, and clinical experience. That is what made you a skilled physician. However, when it comes to your medical practice, your medical skills may not translate into business success.

A common reason doctors fail to achieve their desired level of success in private practice is the lack of business thinking. For that, you must develop a business mindset, and constantly practice business thinking, a challenge for many doctors. Business thinkers look at interactions as an exchange of value, not just be money-minded all the time. Have you noticed that, beyond practices and specialization, some doctors are considered more valuable to a practice than others, and, some doctors make more money than others for the same work? Have you wondered why? The difference is business thinking, making them better doctors, executives, entrepreneurs or business leaders. They generally get more interesting work, promotions and receive bigger compensation.



This talk presents the five essential components of the professional business mindset. We will discuss the doctor's mindset, the business mindset, and business thinking. We will also explore the findings from a survey of 320 business people, including 75 multi-millionaires, conducted by the Business Thinking Institute showing why business thinkers are more successful than those without.

Doctor's Mindset + Business Thinking = Greater Success

Business thinking can make doctors and their hospitals better, private practitioners and their practices better, and entrepreneurs and their ventures more successful. Anybody can learn and develop business thinking. It can make you more successful, professionally and personally.

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