AI Isn't the Threat to Your Practice. The System Is. Transcript

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AI and the changing medical landscape

This is a very, very pivotal time in the medical field. And I've been in this space since 2014, at least, if not more. I had some years where I'd gone to 30 conferences.

Never, ever have I seen as many people as I have at IOF. There were over 350 attendees where, I would tell you, the majority of people in room were looking for a way to leave the big group or the hospital.

because they can see the writing on the wall. I was just at an event at IOF in Denver, Colorado, and there was a decent amount of conversation regarding AI.

How is it going to change things? What's the impact that it's going have on business? Is it gonna impact the medical field at all? And I want to talk to you about what I've learned in 58 years.

I'm gonna start with a story. spending time around me or read my book, you know that I enjoy stories. A while back, there was a movie called Primary Colors and it starred John Travolta playing, I believe the guy's name was Jack Stanton.

And he was Southern governor running for president of the United States. It was basically a spoof on Bill Clinton. He's at this manufacturing plant, this factory.

in New Hampshire and it's a cold morning. He's got a big heavy coat on and he's talking to a packed room of people that are working in the factory and are on the verge of losing their job.

And he tells a great story. I suggest that you look up the link. You just can put in primary colors, Newhamshire factory, and the room is just absolutely packed.

And I mean, John Travolta's character is as engaging as Bill Clinton was, and he's got the audience laughing and all this. And he talks about how his mama worked two jobs in order to put food on the table and would come home and be collapsed.

Primary Colors story about jobs disappearing

He tells this story of how the world has changed. And he does this thing where he goes through and he connects to them, and then he tells them he can move a billion dollars with the push of a button from New York to Tokyo all in a second.

And labor is going to go where the strongest people are the cheapest. I got news for you, these jobs ain't coming back. No politician, I'm going tell you the truth, no politician will say this, but I'll tell the you truth.

These jobs are not coming. In an instant, you can feel the air go out of the room. and his handlers are sitting over there and one of them goes up, he's lost him and the guy sitting to the right of him, the main protagonist goes, He's got me.

And John Travolta's character continues to tell this story of, you know, we've got to use a different muscle. We've gotta use this muscle up here and we gotta find different things and different ways for you to work because these jobs aren't coming back.

Now, if I sit here, and I tell you that these are coming that's gonna make you feel good, but the jobs never come back, then you're gonna say that I'm a liar.

Well, I think of that a lot when changes come and You know, Christine, my partner, she's a little bit younger than I am, and she is kind of worried about AI.

She's in the acting industry. And she was like, AI has taken all the jobs, everything is ruined. AI is going to destroy the economy. I think back to when I was her age and the internet was coming out, it was 1995, we were all worried, oh my God, the Internet is gonna replace all these jobs.

What happened was that we went on a rant, a run, where we had some of the lowest unemployment ever in history of our country. Unemployment was below 4%. We used to joke that when running businesses that we wish that unemployment was 8% because it made it a little easier to hire people.

You see, they said the same thing that when horses got replaced by automobiles. There's a story in Heinz ketchup that in this huge factory they had 250 people that would sit there and peel tomatoes and another 250 that could cut up the tomatoes in order for them to be made into ketchup.

And when electricity came in and they put electricity in the factory, a lot of people quit because they didn't wanna be around it because it was unstable.

But yet, unemployment, those people went somewhere else and got jobs. You see, there's always gonna be jobs and there is always going to be opportunity.

So what has this got to do with the medical field and your industry? Well, lot a doctors think that, wrongly, that their job is safe from AI. I got news for you.

Nothing is save from A. I. In the last, literally, in last 72 hours, my team in The Philippines has designed an entire new CRM. It's how we send out emails, how manage our client base.

Think of it as a massive database. Kind of like an EMR, but for non-medical practice in businesses. In 72 hours, they've created a CRN that will save us about $1,200 a month.

People that have no coding experience have created this. I'm watching Friends of Mine with zero coding experiences. building 15, 20, and 25 bots to run their company.

Now to the uneducated, to those that haven't been through the wars and been to through battles, they would look at that and go, oh my god, all those jobs.

Well, you know how easy it is to code? I can code in Claude. I have zero coding experience.

AI, automation, and new business tools

You see whether it's horses to cars or the internet to you know from from analog to the Internet What has to happen is that regardless of what happens you still have to have leadership leadership and ingenuity It's a must because you're gonna have two constantly adapt now the interesting thing is That our clients many of our client's that are learning this from us what they've done is they're like hey I've created an entire social media management tool creating pictures and images for us to use an AI and I'm creating content, I am creating videos, getting my podcast out, writing a book in four months that used to take 12. There are things that are going on with AI that you can leverage your business at an incredibly high level.

And what it's doing is it is creating way more speed, which allows you to make more money, to be more profitable. And in a way, what happens is those jobs, that money then allows you to hire somebody to clean your house more often or cut your yard more off and or put that extension on the house or a pool in your backyard or buy a new car.

You see, all of those things create energy. But the real fact of the matter, the Real issue for specifically surgeons is, do you know that they can peel the shell off a raw egg, an uncooked egg and still leave the membrane in place so that the egg doesn't explode?

Do you know that they can rebuild a pool table using robots and AI? Do know they're already looking and trying to figure out, and they are getting really close, on how to do ACL reconstructive surgery with a robot?

Or how do hip replacement with the robot. Think about all the things that you do. You may think, I can never replace that. I heard the same thing about the internet.

The same about internet in 1995. But I'll never replaced travel agents. People are going to want to talk to a real live human being. Then came Travelocity.

and it destroyed the industry. Now, you might think, what about all those poor travel agents? I'm sure they found something else to do. My mom was one of them.

Her business continued to go. But you realize that evolution never stops. Business evolution, never, stops And so the question that you want to have is, which side of it do you wanna be on?

Now, if you barely have enough time to get home because you're absolutely exhausted and barely enough to hug your partner, your husband, and your wife and to kiss your kids on the forehead, then you think, Matt, I don't have any time extra to learn AI.

That's fine. I'm not asking you to learning AI, but I am asking to rethink your leadership. You see, the system is designed very specifically, very, specifically to make sure that you don't leave it.

And one of the ways they do that is they work you to the bone for 14 and 16 hours a day, six, seven days a week. In my latest book, Out of The System, I talk about the modern medical plantation and how the whole point is if you didn't teach the slaves how to read and write and you kept them working, they never had time to dream of a better life.

Why surgeons and doctors must adapt

By the way, it's in the book, The Rule for Death Spots, the same way. Make sure that people have just enough, but they always think that the bottom could fall out so that they never stop working.

This is a very, very very pivotal time in medical field. And I've been in this space since 2014, so 12 years, and never ever at any of the conferences I have ever been at.

On average, we have been attending 10 a year for the last five years. At least, if not more. I've had some years where I have gone to 30 conferences. Never, ever have I seen as many people as I had at IOF.

There were over 350 attendees where, I would tell you, the majority of people in the room were looking for a way to leave the big group or the hospital because they can see the writing on the wall.

And the telltale signs are everywhere. The tell-tales are that they take your RVUs and they cut them in half. I heard stories of people that their pay got cut 40% in their last contract negotiation.

And I've heard as high as 60%. I have heard people say, and I'm trapped because of a non-compete. But I am not giving any legal advice. We have quite a few clients that have navigated their way out of their non compete.

Because at the end of the day, you have to decide which muscle you're going to exercise. Are you going to exercise the muscle of the one where you're like, well, that's just the way it is, there's nothing I can do about it?

Or you can exercise of leadership and ingenuity. Leadership and Ingenuity is what got you to this place as a doctor. Heck, you know that if you set your mind to something, You can learn it, and you master it.

You've done it with the human body and done with medicine. AI is a lesson. It's history repeating itself. And in 10 years it's going be something other than AI.

and in ten years after that it'll be Something else. There's always going something on the horizon. Because things never stay the the they are. To wish for the golden days when you used to get, whatever, $500 for an ultrasound or whatever when we used make $1,000 for this or $5,00 for that.

Those days are gone. They're never coming back. We're ever, ever going to see an increase in your reimbursement rates. Because I'm telling you the truth.

Just like John Travolta's character in Primary Colors told that group of factory workers. They wanted to hear, they wanted hear that everything is gonna be all right.

We're gonna save your jobs, you're not gonna have to worry about it, we're going to fight for you, We are going bring those jobs back here. John Travolta's character told the truth, much like Bill Clinton did.

He told truth in those moments and he told them, the jobs ain't coming back. AI is not going stop. You can't stop it. There's nowhere for it to go except for up.

It's going be here, it's gonna change things and it already is changing things drastically in a very positive way. We're able to do things in one-tenth the amount of time and one tenth the cost.

And it's really good. It's gonna get even better. Again, you don't need to learn AI.

Leaving the system and building a cash practice

You just need the lessons from AI In medicine, it won't get any better The hospital is not magically one day going to increase your RVU percentage They're not going magically start to pay you more Your debt is going not to magically disappear Your hours aren't magically going to get better unless you have leadership and you take your future into your own hands.

That future is for you to create a cash-based practice. We've helped over 400 doctors do that. Leadership and ingenuity, that's what you need at all times.

And if you're not sure how to get it, if your not where to go get, then I'm going to give you a couple of resources. One, listen to this podcast. There's some great long episodes in here where we interview in depth other doctors.

We're going get ready to start interviewing some more in the next couple weeks. So we've got a stacked schedule in July. Here's the other thing. Get a copy of my book.

You'll see it right back there out of the system. All you have to do is go to Mavericks, M-A-V-R-I-X, mavericksoffitsystem.com forward slash the book, Mavers ProfitSystem dot com forward, slash, the Book.

M A V R I X and profit and system are singular forward. Slash the. Book You'll get it. A free book. All we ask is you to pay $7.95 for shipping and handling.

That's it, and we'll ship it right out to you. Heck, I'll even autograph it for you, okay? The book will change your life in a very positive way. Because in this time, every day that you wait is another day you're on the modern medical plantation.

And you may think that white coat is really cool, but really it's just dust covered overalls. It's all it is. And until you actually make the leap, until your decide to take your future into your hands, and it not as risky as you think and not it as hard as your think, provided you have a mentor and I would love for our team.

to be your so there you go check out the video clip from primary colors it's really good and i look forward to meeting you at one of the upcoming events okay and I look for to seeing you one the events coming up so come over say hello shake my hand sailor kristine sail or my team we'd love to help you and introduce you to people that we've helped okay i'm matthew globally and on the chief maverick and a lot to bring you into our world have a great day if

this episode got you thinking differently hit follow and share with someone stuck in the system Please leave a review, it helps us grow.

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