

# AvanceCare

## SOUTH PARK

GENEVIEVE BRAUNING, MD \* MARY KNOX, MD

**Dr. Brauning, tell us about your experience in medicine up to now.**

The practice of medicine is at risk of being consumed by data collection, checking boxes, and documentation. It is vital that physicians stand their ground and insist on being allowed the time it takes to

sit and listen to patients, think through medical problems, and dive deep into caring for people.

**Dr. Knox, what has your experience been like?**

I have been practicing medicine in Charlotte since 2002. I moved my practice from the Univer-

sity area to SouthPark so I could be closer to home and see more of my kids. Both practices were full family medicine group practices with Novant Health Medical group. I agree that practicing medicine has changed over time adding more administrative burden,

thus taking away from the opportunity to have more time with our patients.

**How did you decide to partner together?**

We have worked together for nearly a decade and have developed a close bond and friendship. It is a unique situation to be a female, full-time working physician and mom so we have an innate connection that many people cannot fully relate to. We both knew that our goals were to



own our practice. The company offers the administrative and business support so that we can focus on patient care. Our CEO, Manish Patel, is dedicated to improving work-life balance for physicians.

They are truly interested in delivering cost effective primary care to patients, thus saving the healthcare system money. Their business model is unique and innovative, and they are interested in new ideas about how to further improve the patient experience. Partnering with Avance allows us to be an independent practice which enables us to make many decisions on our own, with "guardrails" to guide us based on their standards of healthcare delivery.

**What makes your practice unique?**

Our practice is unique in lots of ways! Some of the things we love best... We have a full-time dietician and two full-time counselors, and they all accept insurance and it does not take months to get an appointment. One of our main goals is to help reduce the cost of care for our patients by keeping them out of the urgent care and the ER so we have x-ray on site, can offer same day appointments (stitches, COVID visits, etc.), and starting mid-2022, we will be open 7 days a week, from 7AM - 7PM.

Additionally, our all-female provider team, while not intentional, is how we are starting out. We think it's pretty great but do have plans to add more providers as we fill our schedules and patients need more access to appointments.

**What is the culture like in your practice?**

Culture is extremely important to us. From day one, we have committed to modeling work-life balance. We talk about stress management and rest/recovery with our providers and staff. We even have a place to meditate in our office! We intend to enjoy practicing high-quality medicine while insisting on balance in our lives. So far, so good!

**Where can we find you?**

5821 Fairview Road Suite 106, Charlotte, NC 28209. 704.826.3550

achieve balance in our own lives while still practicing full-time and restoring enjoyment to our careers.

We are in similar phases of life and our dispositions complement each other

well which helps make decision making much easier. We both have similar views of what makes a "successful" practice and what makes a "successful" practitioner which goes a long way when making a decision to partner together in a new venture.

**Why did you choose to partner with Avance?**

Partnering with Avance offers an opportunity for us to

