

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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In 2012 it is ALL about Marketing

By Rem Jackson, CEO Top Practices



The next few years are set to deal all healthcare providers an entirely new hand of issues to deal with. In fact, in my talks with people who have vision and can see three to five years out, things are about to change dramatically. ICD-10 alone is a game changer. Podiatry will be affected by all the changes just as every other medical specialty will.

You won't be able to sit this one out.

It's time to play offense

So IF YOU KNOW that the game is going to change and you will need to be financially strong and healthy to play the game, the smart move is to **play offense, not defense**. Why wait for the complications to catch up with you? Get connected now to other doctors and experts who see this future clearly and learn what you can do to be prepared.

The single most important practice metric you can focus on is your Bottom Line – Your profit. It is what makes it possible to support your family in the way you truly want to support them. It is what makes it possible for you to make good decisions and good investments in your practice when you need to make them instead of wishing you could but not having the cash to do it. A healthy bottom line is the biggest protection you have as the world around you changes. Smart

professionals know this and spend time ensuring they never suffer from money concerns. Cash is king in every business. Understanding this is the difference between success, and just getting through, or failure.

A Solid Marketing Plan is the KEY to a winning offense

No matter what comes your way in the next five years, a growing patient base, a reception room filled with the kinds of patients you want to see will ensure that you are able to navigate the choppy waters of our healthcare system. That marketing plan must:

- 1. Actually work.** You can't attract heel pain patients (for example) by talking about yourself – where you went to school, your qualifications. You have to focus on what is keeping them up at night and that is heel pain. And you must make them an offer that is interesting to them. They want answers. Offer them answers.
- 2. Be Sustainable.** Your marketing needs to be happening every single day. If that is to happen, it needs to be a system that automatically happens. Because you will be treating patients, not marketing your practice. And it needs to produce far more revenue than it costs or else it isn't really marketing, it is a drain on your cash.

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Top Practices

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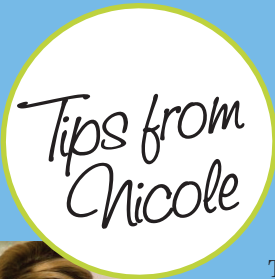
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Still Not Doing a Practice Newsletter?

3 Top Reasons to start one NOW!



Trust me, (and the practices who are kicking butt because they're already doing it!) once you start...you won't stop!

1. Increased Referrals. Discussing all of the different services and treatments you offer in your newsletter will let readers know that you are a trusted authority, you will educate them, and lead to increased referrals.

Here is one example of how a newsletter referral works.

Monica: (ring, ring) "Hi Jane, it's Monica. I'm sorry but I won't be able to go shopping today as we had planned."

Jane: "Oh, that's too bad! Is everything okay?"

Monica: "Well, it's my feet again. I am having the worst heel pain. I can hardly walk. I just don't know what to do!"

Jane: "Oh, Monica, that's awful. You know, I just received a newsletter from Ned's podiatrist. There was an article on heel pain and how no one should suffer with it. It was a really good article and the treatment options seem pretty easy. The doctor is very knowledgeable and really treats his patients very well."

2. Patient Retention. A patient who receives your newsletter each month will be MUCH less likely to see a different podiatrist the next time they need one. They will also be less likely to see their PCP for services you should be performing. Why? Because you told them you would like to provide their care

and you have nurtured the relationship. And you also told them WHY you should be providing their care. By educating and getting your message out with your newsletter each



month, you are having a conversation with each and every one of your patients every month. Even if they don't need to be seen regularly, you can be sure they will call you should the need for your care arise. It's true! Patients who receive newsletters tell the doctors this frequently!

3. Growth. New and Existing Patient Appointments. New laser? New shoe store? Are you having great success with a treatment that EVERYONE should know about? There is no better group to advertise to than your "herd". Tell the patients you see for ingrown toenails about Keryflex. Tell your Diabetics about Microvas and your new PT room. Tell your Sports Medicine patients about orthotics. You get the picture. Which leads me to one of my favorite mottos, "If you do not ask, you shall NOT receive!" Send your patients a monthly newsletter. They'll appreciate it and SO WILL YOU.

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Nicole Tully is the Director of Member Services at Top Practices. For more information on any of Top Practices services, please contact her at 717-824-6553 or email Nicole@NicoleTully.com.

Guaranteed!

Get on Page One of Google with No Work!

Let us be perfectly clear: If you read these words anywhere, they are a lie and everything that follows them. Marketing on the Internet is the new place to sell "Snake Oil". Do not believe a word of it and don't send them your money. At Top Practices, we are focused on your dominating page one of Google in your market but it isn't done without focus, intention, and a serious amount of work. You can dominate page one of Google and drastically increase your new patient numbers, but never ever by having somebody do it for you who has no idea what you actually offer your patients. Don't be fooled. Too good to be true is too good to be TRUE.

How to Make 2012 an Amazing Year

By Dr. Peter A. Wishnie



Well, last year is over and it is time to think about 2012. I don't believe in resolutions and I don't even believe in goal setting. Okay, I really do believe in goal setting but that is not what we really want. It is like going to Home Depot to buy a drill. We don't want a drill, we want a hole. So, what I really believe in is goal **getting**. Let's go out and achieve our goals.

This article is not about writing down your goals. You all know how to do it and if you don't, then just go ask Rem. As I write this, it is Friday night, two nights before Christmas and I am in my office planning for the year. It's not exactly what I want to be doing right now but I know I need to do this, so I am making the time.

Here's my method:

- 1. Go through all your practice areas in your office.** This includes: Executive, Personnel, Marketing, Finance, Production (Doctors and MAs), and Quality Division.
- 2. In each division, write down what needs to be done to make that area excel.** In other words, identify what has to be done in order for your office to succeed.

- 3. Write down what specific areas in each division need improvement and which areas you excel in.**
- 4. Then write down how you are going to achieve excellence in each area.**

You see, you might have a goal to make a certain amount of money, but you can't focus on the money. You have to focus on all the little things you need to do, knowing if they are all done with excellence, you will achieve the ultimate goal.

John Wooden, the famous basketball coach at UCLA, said he never focused on winning. He focused on the fundamentals like training, passing, and rebounding. He knew that if his team was fundamentally sound, he would win more than not. John Wooden coached his teams to 10 NCAA championships in 12 years and won 88 games in a row.

So, focus on the fundamentals and the rest will follow. Here's to your success in 2012. Make it a Happy New Year!!

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Dr. Wishnie practices in Piscataway and Hillsborough, New Jersey and is the CEO of Family Foot & Ankle Specialists. He is also a practice management consultant at Top Practices and the co-author with Rem Jackson of "The Ultimate Podiatry Practice Management Survival Guide."

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"In 2012 it is ALL about Marketing" continued from page 1.

Top Practices is the Team with the Winning Playbook

I'm proud of Top Practices because we have assembled the knowledge, expertise, coaching, and services to ensure that those doctors who are serious about their bottom line have the roadmap (literally by the way – it IS a roadmap) and the playbook to increase their practice in double digits every year simply by implementing our system. To be sure, it is not for everyone, but for serious people it is the single most valuable component in ensuring that 2012 and beyond are your best years.

Dedicated to your success,

Rem

How Does Top Practices Work?

I get asked this question a lot and the answer is simple. You become a member of the Top Practices Mastermind Group by filling out the application. When it is accepted, you are in until you want to leave. No contracts, no minimum requirements—nothing. If you are getting value, you stay; if you aren't, you leave. Easy.

Then you participate in regularly scheduled phone calls or webinars that are very focused on marketing and business development. They are scheduled far in advance and all calls are recorded and archived on the Top Practices Website and the key calls are burned onto CDs and shipped to you each month. So you never miss a meeting regardless of your schedule. In addition, I have a 30 minute private consult with each practice each month focused on your practice only. The Top Practices website is a treasure trove of resources available to you 24 hours a day that will answer every question you have about marketing your practice. Easy.

Finally, Top Practices acts as an agency to our members, we have artists and production experts that will help you accomplish everything you need in developing the tools you'll use to build and grow your practice. We leave nothing to chance and are with you every step of the way as you change your practice marketing into a successful program that builds your new patient numbers, your referrals, and your reactivations and recalls. Easy. Just go to www.TopPractices.com to download a Mastermind Application or call Nicole Tully at 717-824-6553 or email her at Nicole@NicoleTully.com.

"Work hard at your job and you can make a living. Work hard on yourself and you can make a fortune."

– Jim Rohn



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MAKE 2012 AN
AMAZING YEAR!



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FREE

FREE TRIAL MEMBERSHIP to the Top Practices Mastermind Group

Exclusively for readers of the **Top Practices Newsletter**, Top Practices just reached the half decade mark and to celebrate, we are offering a free trial membership in the Top Practices Mastermind Group. As is always the case with our Mastermind Group, there are no strings attached. Simply fill out the application form that you can find on our website at <http://www.toppractices.com/library/Mastermind2.pdf> and fax it back with the words FREE TRIAL written on the application. If your geographic region is available and you have never been in the group before, you will be enrolled for a 30-day trial membership absolutely free of charge.

We know that many of you are thinking about joining and have been for some time, but you want to be sure that it's the right thing for you and your practice. We want to make it easy for you to find out with no risk for you. Just sign up, get your free trial and experience Top Practices from the inside. You will have access to all of our monthly calls and even our new marketing director call. You'll be able to schedule a one-on-one coaching call with Rem to talk about anything at all that is specific to your practice needs. You will receive ALL of the benefits of full membership. If after 30 days you decide you want to continue, you don't have to do a thing. If you decide it's not for you, just let us know and we'll cancel your membership. So, are you ready to make 2012 the best year for your practice? Then join the members at Top Practices who continue to grow their practices in double digits year after year.

Act Now! This offer expires January 31, 2012.