

# DEDICATED TO YOUR SUCCESS

## Ever Get Tired of Your Employees Making the Same Frustrating Mistakes?

By Tina Del Buono



How do you get your employees to pay attention to details? I have been asked this question many times. So, how do you get employees to pay attention to details, you train them. Employees need to be taught what are the details that they need to be focusing on. You cannot expect them to just know.

With their list of job tasks, have them make notes of the certain details that you want them to make sure are done. The same goes with great patient service, they need to know what it is before they can do it.

When teaching employees about being more detail focused, you need to follow these training steps for each of the details you want them to do:

- What is the detail?
- What does it look like?
- What does it take to do it?
- What difference does it make when it is done?
- What is the result when it is not done?



Employees also need to know that when they pay attention to details it reduces mistakes, increases accuracy, and the practice becomes more efficient. They are happier and so are the patients.

Walt Disney believed that every detail of each project he did was important. He felt it is the details that catch the interest of the guests.

There is a mural outside of the castle at Disney World illustrating scenes from Cinderella. The details are simply amazing, and most guests never see all of them, because there are so many.

In one of the scenes there is a picture of Cinderella's step-sisters, which most people do see, but they do not notice that the step-sister who was "green with envy" has light green blush on her cheeks and the other step-sister who was "red with rage" has red cheeks.

It is little details like this that make a trip to Disney so amazingly wonderful. Ask yourself: Is Disney-like attention to detail part of your practice's culture?

To have a great practice pay great attention to the details of how the practice is run and the service it provides.

- What details get in the way of your practice being easy to do business with?
- What details could be improved to keep your patients coming back?
- Ask your patients what details they like or do not like when they go to medical practices?
- What unexpected details could you add to your business to attract more patients?

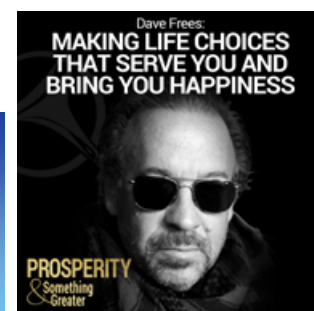
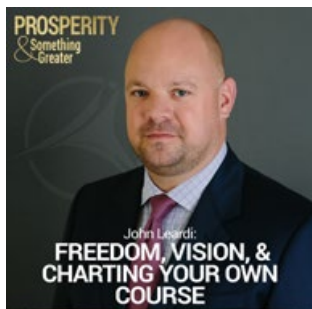
Put together a group of your own "Imagineers" and see what new details you can come up with to "Wow" your patients with how your practice is run and the service it provides so they will want to keep coming back again and again and bring their family and friends.

***"If you knew that increased attention to some detail would improve patient loyalty, how much more attention would you be willing to give it?"***

Tina Del Buono, PMAC is the Director of the Top Practices Virtual Practice Management Institute which enables its members to overcome their practice management challenges (that seem to get worse by the day) and run their practice so well that everyone gets their nights and weekends back with all their work done. Find out how it can transform your practice at [Virtual Practice Management Institute](#) today!

# Prosperity & Something Greater, a New Podcast by Rem Jackson, CEO of Top Practices

Log on to wherever you get your podcasts (and if you don't then just go to the [Top Practices website](#)) to hear Season 1 of "Prosperity & Something Greater" the new podcast from Rem Jackson, CEO and Founder of Top Practices. The podcast is an exploration of what makes us prosperous, happy, free, and successful. You will hear the backstories of many people in Podiatry that you know and some outside of podiatry you don't. Log on now and raise your prosperity quotient today.



# 5 Tips for Winning with Paid Facebook Advertising

By Tom Foster



Have you ever considered using Facebook ads to market your practice? A lot of doctors avoid it—maybe because it's so complicated, or maybe just because it doesn't seem all that useful. However, when you're on top of it, Facebook ads can give your practice a boost that brings in more of your most local, most perfect patients!

Just like any kind of online paid advertising, though, you have to keep a really tight rein on your dollar and manage your strategy carefully. This is ESPECIALLY true for doctors because they are so limited by HIPAA rules and Facebook's terms that some of the best tactics for Facebook ads are a big no-no.

Want to increase your visibility with your "perfect patients" and give your practice a local boost?

Here are five tips for crushing it with Facebook ads:

1. This isn't the place to dump your big spending. Since doctors are limited by the rules and terms, you aren't getting nearly the value out of it that other industries do. It's great for specific and realistic goals, but it's no replacement for a healthy organic strategy!
2. Facebook ads are typically less expensive than other types of paid ads, and you get a ton of options for targeting locations and interests. This means you can pay less and still target people who are likely to be good prospects.
3. Paid ads always work best when you have a follow-up strategy. You'll want to have an email campaign and customized landing page ready for visitors coming in from your ads.
4. Do everything you can to keep your patients anonymous, and NEVER upload your patient list to Facebook. Talk to a pro if you have any questions about what's allowed.
5. If your ad is rejected, you can always try again. Lots of ads get rejected, so just adjust and resubmit it. "Tweaking" is a huge part of getting your paid ads to perfection.

The tough thing about managing social media advertising is that the rules change all the time. Need advice? Visit [FWManalysis.com](http://FWManalysis.com) or give us a call at 888.886.0939.

Dedicated to the TRUTH about marketing,

Tom Foster, CEO Foster Web Marketing

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# TOP PRACTICES

THE HOME FOR PRIVATE PRACTICE

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Ever Get Tired  
of Your Employees  
Making the Same  
Frustrating Mistakes?  
(SEE PAGE ONE)



DETAILS



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OCTOBER 16, 17 AND 18, 2020 • THE GRAND HYATT, DENVER, COLORADO

Redesign Your Practice So It Can Withstand the Challenges that Inevitably Will Come Again.

