



Dedicated to Your Success

Quality Patient Care

By Tina Del Buono



The quality of the infrastructure of your medical practice predicts the quality of patient care. This includes training and competence of medical office staff, and the efficiency of the practices overall operational systems.

Successful practices adopt a “patient focused” approach to all areas of their practice management system. This involves factors that are both medical and non-medical in nature.

Improving patient care has become a priority for all health care providers with the number one objective of obtaining a higher degree of patient satisfaction. This will become even more important with the roll in of Valued Based Medicine.

Quality physician–patient relationships are at the heart of every medical practice. The involvement of practice staff, other than physicians, has been shown to improve care and outcomes.

Total team care begins with defining the critical roles and tasks involved, assigning them to the most appropriate members of the team, and ensuring they are appropriately trained to perform them well.

Patients want a personal relationship with their doctor and the office staff. They want good communication and empathy. Treatment by empathic and caring physicians and staff who take the time to build patient relationships have been correlated with improved outcomes of patient compliance and results.

The physician and practice leaders must visibly promote change in a supportive culture, build staff and continually work on quality improvement. The engagement of the physician and team leaders is essential; the physician influences culture and strategy and the team leaders or office manager facilitates implementation.

The total team care approach does not happen without continued effort and education by the entire office team. Continuing education is the key in taking the practice to the next level in all aspects and to achieve high standards that patients are looking for and deserve.

**“Quality in a service or product is not what you put into it.
It is what the client or customer gets out of it.**

~Peter Drucker, Management Consultant

Tina Del Buono, PMAC is the Director of the Top Practices [Virtual Practice Management Institute](#) which enables it's members to fix the 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. It's sweeping the country by storm and it is a new kind of online training with real time access to world-class assistance from experts. Find out how it can transform your practice at [Virtual Practice Management Institute](#) today!

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What's the Difference?

By Rem Jackson



One Thing

I've been coaching doctors and their staff for over 10 years now and there is only one difference between those who have significant growth and those who don't.

It's remarkable actually. It has nothing to do with training, intelligence, ability, or location. Everyone is pretty close in ability and intelligence and training—small variances that mean nothing in relation to success. Location is completely irrelevant. People succeed and struggle (even fail) in every kind of market. There is no difference—you should just live where you want to live. And if you think you can't, there are signs posted on every road where you live pointing the way out. Just follow them.

The only difference I have seen is this: Those who have the big results just do what they learn from Top Practices and its members. They JUST DO IT. And they don't stop. That is why every member of Top Practices begins their journey with *The Slight Edge* by Jeff Olson. It's THE difference. It's the only difference. It's important to truly understand this and (I think this is the hard part) believe it.

Believe it or not, we're all kinda screwed up

Hear me out on this one please. I'm not a psychologist or a therapist (some days I feel like one ☺.) What I have observed is that every single one of us (including me for sure) is kinda screwed up. We all have areas where we are strong and capable and we all (100% of us) have other areas where we aren't strong and are, in fact very vulnerable to letting life get the better of us.

It's important to say again that my direct experience is that it's 100% of us. I have never met a person who doesn't have his or her own insecurities and worries that trip them up. Even the Top Practices members who are knocking it out of the park.

The difference is that they simply move forward and don't quit. Another important point, I've been coaching some of you for 10 years now and with ZERO exceptions we have all faced challenges and hurdles that have tested us to our limits. All of us. But those that are winning just keep going with faith and persistence. They overcome the challenges. They pick themselves up and keep going. Those that struggle get knocked down and react differently. Some stay down for a while. Some revert back to how they behaved before (very common under stress). Some blame everyone but themselves. It doesn't matter what road they take, they just get knocked off the rails and get stuck; sometimes for years. They often make the same errors continually and live a kind of "Ground Hog" day experience.

The Slight edge is the answer. This is very hard to do for almost all of us. But it is the ONLY WAY to succeed in a big way.

So here it is:

Have your Slight Edge plan and work it until it works and then make it better.

- Know what you want—what you value and build a burning desire to attain it
- Get organized and create your should do list
- Write down your goals and make sure they are congruent with what you truly want and what you should be doing and then
- Work 12 week plans every day
- Use your systems and numbers to guide and support you
- Mastermind with other like minded people
- Do it again
- Don't stop
- Do it again
- Don't quit
- Mastermind
- Don't quit
- Do it again
- Don't EVER Quit



Before & After Photos on Your Website: Tips for Your Practice

By Tom Foster, CEO Foster Web Marketing



Featuring before and after photos on your website helps your patients understand what you do and how you can help—all at the first glance. It also helps patients set realistic expectations for your services. The problem is that you definitely don't want to be associated with cheesy advertising or internet-sidebar scams. You want to look polished, so how can you use before and after photos in a professional, modern, and efficient way in your practice's online marketing? Here's an overview of the some of the current best practices and most helpful tips that have worked for other doctors like you.

Using Before & After Images the Right Way

When used the right way, before and after photographs ease doubt and build trust with your readers. To reap the benefits, you should:



- **Choose the right patients.** Choose a representative range of patients, including different ages, body types, and backgrounds. Look for patients who need straightforward care that is easy to see, and make sure they consent to being featured in your marketing. Remember that you must have each patient complete a HIPAA release form before you even think of using the photos.
- **Take high-quality photos.** Photos are most effective when you use high-quality tech and high-quality photo techniques. You might consider hiring a professional photographer to make sure your photos come out looking great.
- **Be consistent.** If you're doing a series of before and after photos, you want them all to share similar elements. For example, aim to provide similar photo quality, angles, and lighting, and make sure photos have been lightly edited to look good together.
- **Don't be afraid to tell a story.** Although photographs speak for themselves, they are most powerful and memorable when your readers have context. Adding text along with the photos gives you a chance to tell the patient's story and help readers relate the experience to their own lives.

People are very receptive to image-based information online, so don't be afraid to use your before and after photos on your website, in email campaigns, with social media posts, and in blog posts. [Foster Web Marketing](#) is the premier producer of high quality medical practice websites in the US, Canada, and Australia. Call Foster Web Marketing today at 888-886-0939, and let's talk about it.

"The world stands aside and makes room for the person who knows where he is going and is on his way."

– Napoleon Hill



TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

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What's the
difference
between the
successful
practices and
everyone else?

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Time Is Running Out To Get Registered For The Top Practices Summit!



If you are worried about how you will fill your reception room with high quality patients and compete with all the big systems around you

If you wonder how other practices seem to run so well when you are always taking one step forward and two steps back

If you want to enjoy practicing medicine and aren't planning on changing careers

THEN

the Top Practices Summit is exactly where you need to be on October 7, 8, and 9 in Las Vegas at the Planet Hollywood Hotel & Casino. Go to www.TopPractices.com/Summit to get all the details you need!