

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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Top Practices Hosted Its Largest National Summit to Date in Arlington, VA on September 12, 13, and 14

250 doctors and staff attended the Top Practices Summit in Arlington, VA. With a keynote address by attorney Ben Glass and presentations by dozens of doctors and experts, this year's Summit was by all accounts the best to date. Here are a few images from the meeting. A full report, the identity of the winner of the Top Practices Marketer of the Year 2014, and the dates and venue for next year's summit will be announced in our November issue.



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How to Retain Your Best Employees

By Jay Henderson



I get a lot of questions on staff retention strategies in my work with clients. Many of the topics I have discussed on Mindset calls with Rem Jackson actually support retention strategies. In other words, when you're hiring right, getting new staff started off right, and have great management and leadership skills, you are already headed toward keeping good people. Of course, there is always more you can do, so here are some tips and strategies to help you build and keep a great team.

First, building a great team takes time (which is the same thing as saying it requires a lot of patience). One key to retention is to KNOW exactly what your best staff is thinking, or feeling, about their job in your practice at any given time. Now, a huge key to influencing others, very often overlooked, is **asking effective questions**. I call it "getting into the world of the performer." And of course, questions (and listening) are how you would do that.

Why don't people do this automatically? Well, bosses often get so focused on how they're perceived and their own credibility that asking a question might never even occur to them. They are more about 'telling.' The boss' thinking, either consciously or unconsciously, can look like this: "I'm the boss around here. I know. You don't. I will tell you!"

To be most effective, you should value the importance of asking effective questions even more. So, you'll want to 'interview' those you want to keep, possibly three times a year or whenever you get a sense that something is not going well for them. I had a boss who was genius at noticing how focused I was everyday. I would walk in the door in the morning, and if he thought I was just the smallest bit 'off,' he would call me into his office and get me clear and focused. And as you know, that's where all the juice is; clarity actually brings focus. Focus is power.

Here are 7 questions you will want to use in your retention efforts.

1. Are you doing the best work of your life? If not, what would enable you to do so? (This is the number one retention factor for top performers.)
2. Do you feel that your work makes a difference in the company, to the customer and to the world? Do your colleagues think you make a difference? (This is the number two key retention factor for top performers.)

3. Do you feel fully utilized in your current role? How else can we take advantage of your talents and interests?
4. What frustrates you in your current job? What restricts productivity and innovation?
5. What do you like best about your current role? What would you like more of? Where would you like to be in the organization two years from now?
6. What are the most challenging but exciting aspects of your current job situation? How can we further challenge you?
7. Have you recently been recognized or praised in a way that increased your commitment to the job? How can we further acknowledge you?

These 7 questions will go a long way to driving greater retention among your staff. Further, you can learn a tremendous amount about leadership and management just from these questions.



Remember, people choose to spend one third of their days in your practice. Keep your expectations high (another critical topic of discussion), but make it a good experience for people and they'll be glad they met you!

Best!

Jay Henderson

Author's note: Jay Henderson is the founder of Real Talent Hiring, a unique hiring and management development service for businesses who want to know exactly who to hire, what to expect, will they succeed, why, what motivates them and what will they be like in your environment. You can find out more about how Jay has helped dozens of Top Practices members make excellent hiring decisions at www.DPMHiring.com.

Jay lives in Raleigh, North Carolina with his wife and four daughters.

These Two Marketing Mistakes Are GUARANTEED to Waste Your Time and Money

By Tom Foster, Founder and CEO of Foster Web Marketing



When it comes to marketing, like most doctors, you have a limited amount of time and money—so don't waste it! Here are two common mistakes we see doctors make, and what to do about each of them:

Cranking out content without a promotion plan.

Too many times, doctors say to us, "I write great content but nobody seems to read it! Writing content just doesn't work." You know what, they're right. Writing content alone isn't enough—you need to **promote** it!

Solution: Have a plan for how you're going to get each piece of content in front of your "perfect patient." How? Link it in your email newsletter, share it on social media, spend a few bucks on a promoted or boosted Facebook post. Do you have email follow-up campaigns? You should! Add fresh, interesting content to these campaigns to keep them current.

Failing to socialize on social media.

Have you thrown up your hands and decided that you are just not meant to be a social media success? Don't give up! One of the biggest mistakes that doctors make is just pushing content out without being social at all. It is called "social" media for a reason, folks!

Solution: To get those coveted likes, shares, retweets, and comments, you first need to get people to like your page and follow you. Add a request to connect with you on Facebook, Twitter, etc., in your email newsletters and in your patient correspondence. Then give people a reason to engage with you socially! Tag other businesses in your posts to get more visibility, respond to comments both as your business and yourself, and engage your audience. Post about community events and local news that your potential patients would find interesting and useful.

Don't forget to measure.

You would never treat a patient and then fail to check up on him or her afterward, right? It's exactly the same with marketing your practice – follow-up and evaluation is a critical and indispensable part of the process.

Once you've set your plans into motion, you need to test the effectiveness of every single marketing move you make to determine what's working and what's not. If you don't, you will continue to repeat your mistakes and fail to capitalize on your successes. Compare your engagement from previous months, and identify what is getting the attention of your audience and what isn't. Use the results to determine where to spend your precious marketing time and money.

These are just a few of the marketing mistakes we see all the time. Come to our website (FosterWebMarketing.com) to view an entire webinar dedicated to marketing mistakes and how to avoid them!



TOP PRACTICES HOSTED ITS LARGEST NATIONAL SUMMIT TO DATE



See page one.

How Do You Celebrate the Holidays?

This is a wonderful question to ask people, and you'll always get a different and wonderful answer. Here is one answer you should never give: "I celebrate the holidays by sending gifts to my top referral sources." Focus on your family, focus on your faith, but FORGET your referral sources over the traditional holiday season. Any effort you make, any money you spend will be a total waste. Donate that money to your favorite charity, but don't spend it for marketing over the holidays. No one notices or cares. How many Harry and David Tower of Treats can anyone stand getting. Your gift will be just one of dozens shared with your referral sources by everyone. So DON'T do it. But, Thanksgiving is just around the corner, so is Halloween, so is the New Year (after New Year's Eve). A card sent at these times, a gift shared at any of these times has the stage all to itself and is noticed and appreciated. Valentine's Day, National Sock Day, The 4th of July... and on and on. Consider this advice our early Christmas present to you!

