



## Dedicated to Your Success

# Introducing the Top Practices 2017 Marketer of the Year

*By Rem Jackson*



Every year, one of the biggest highlights of the Top Practices Summit is the Marketer of the Year contest. Podiatrists and their teams share presentations to show how they have not just achieved goals in their marketing, but excelled and taken their practices to another level in the last year. The three best practices are then given a chance to present their strategies and results at the Summit so attendees can vote on a winner.

This is one of the best learning opportunities for attendees at the Top Practices Summit and certainly one of the most anticipated and popular sessions.



We are excited to announce  
**Dr. Andrew Schneider**  
of Tanglewood  
Foot Specialists  
in Houston, Texas  
and his marketers,  
**Julia Watterson** and  
**Jordana White**,  
are the Top Practices  
2017 Marketer of  
the Year winners!

*Will you and your  
team be next year's  
Marketer of the Year?*

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Summit 2018

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# Learning to Be a Dream Team Coach

*By Dr. Peter Wishnie*



A great leader develops leaders. What a leader really is, is a coach. A coach is someone that makes sure every team player reaches his full potential. So, doctors, if you want your team to be great, you will need to learn to be a great coach.

What are the qualities of a dream team coach? The first thing a great coach does, is chooses her players well. There are certain traits in a person you can't teach, such as, personality and ethics. Always hire someone who is outgoing with a great personality. I mean a truly real and honest personality, not someone who is fake. This person also loves to serve others. They just don't say it, they actually do it. Interview people three to four times prior to hiring and put them in real, live situations. That is the only way to find out if the perspective hire has the traits you are looking for.

A dream team coach will figure out a game plan and constantly communicate this plan with her team. How do you figure out a plan? That is by knowing and analyzing your numbers. Your numbers will tell you what area of your practice you need to focus on. You should have a daily, weekly, and monthly plan. Share this with your team and review it with them before the day starts. Ask them what they can do to help achieve the organization's goals. Get them involved.

This gets us to the huddle. Every morning have a 15 minute huddle prior to the start of the day. Review the schedule and tell the assistants what you will need from them prior to the patients coming in. Review the numbers and your goals, and get them focused on achieving these goals. Always use the huddle for positive reinforcement.

Great coaches listen and welcome feedback. They get the players involved and ask them for better ways to make the plays work. A coach can see when certain players are plain tired and not performing up to their full potential. At this time, the coach can tell the player to take a break, or even move them into a different area of the practice that better suits their present needs. The coach knows the strengths and weaknesses of each player and puts the player in the optimal position to win.

A dream team coach welcomes problems, as problems create opportunities to learn, grow and improve. This coach is not a perfectionist, as perfectionism stifles creativity, which in the long run, stifles growth. This coach also provides support for her players. She equips the team with the right tools and information to succeed. This person does not blame her staff when things go wrong, but gives them credit when things go right. They compliment them in front of others, but reprimand in private. This coach has a caring attitude and is trustworthy. The biggest attribute of a dream team coach is her ability to delegate. Delegation with proper instruction shows trust, and trust is one of the best values a person could have.

**All in all, practice every day to be the best coach you can be, and you will see your organization rise to the top.**

*Dr. Peter Wishnie is the founder of Family Foot and Ankle in New Jersey. He is also the Director of Physician Programs and Practice Management Consultant for Top Practices Virtual Practice Management institute. You can find out more about Top Practices Management Programs at [www.TopPractices.com](http://www.TopPractices.com)*



# Marketing Your Practice With the Power of Patient Stories

*By Tom Foster, CEO Foster Web Marketing*



Did you know that a rich resource for compelling content walks through your door every day?

The core challenge in content marketing is figuring out how to give potential patients the information they're looking for in a way that is memorable, informative, original, and crafted to show the very best of your practice. For doctors and medical practices, the powerful stories of the patients you've already helped can do all that...and more

## Patient Stories Bring Your Message to Life

Telling people to seek medical attention or change their health habits isn't effective, and a Wikipedia-like rundown of your achievements won't bring people through the door, either. These kinds of messages don't have a lot of "sticking power" in people's minds, and they get lost in the noise of similar content on the Web.

However, what people are attracted to is stories—and it only makes sense. Stories make it easy to absorb information. Stories help people relate complex concepts to their own lives. Stories build a relationship with the reader because they show your skills, personality, and experience in action. A great patient story offers the connection that converts. Whether used alone or peppered throughout your other content, the stories of real patients and experiences help anchor your content in the "real world."

## Become a Better Storyteller for Your Practice

When done well, patient stories let your brand and personality shine through. Think about the patient stories that already stand out in your mind. Think about the questions you get from new clients, and focus on the details from past cases that are likely to matter most to your audience. Be a thoughtful narrator, and try to tell stories that explain:

- How someone recognized a problem and overcame challenges
- Common issues that many patients share
- Unusual issues that presented unique challenges
- What makes your practice a good choice for patients with similar concerns



Great storytelling isn't directly focused on selling your practice to potential patients, but it is a powerful way to attract, convert, and retain. Have questions? Reach out to Foster Web Marketing at 888-886-0939, and let's chat about how you can start weaving patient stories into your marketing strategy.

Dedicated to the TRUTH about marketing,

*Tom Foster*

*Tom Foster is CEO and Founder of Foster Web Marketing who works closely with Top Practices Virtual Marketing Directors. You can contact Foster Web Marketing at 888-886-0939.*

"Make the most of yourself by fanning the tiny, inner sparks of possibility into flames of achievement."

– Golda Meir



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ACHIEVING PROFESSIONAL GROWTH

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# Save the Date! 2018



**The Top Practices Summit 2018 will be in  
Washington DC on September 14, 15, and 16!**

**Mark Your Calendar and Save the Date Now!**