

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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Wisdom from a Land Down Under

By Tyson Franklin

This story was printed in Tyson Franklin's November Newsletter. Tyson is a podiatrist from Australia who is a Top Practices Mastermind Member.



In 2012, I had an older male patient present with painful heels. He had tried various forms of treatment from other health professionals, none of which helped, so

he was quite keen to try orthotics and when I explained how they worked. He said that a friend told him they were expensive and uncomfortable to wear, which is why he did not come and see us earlier.

Anyway, after fitting his orthotics, which he said felt really comfortable, he was reviewed one week later and his heel pain had been reduced approximately 70%. Considering how much pain he was in, he was delighted with the improvement over such a short period of time.

He mentioned that his friend was wrong on two counts. First, the orthotics were comfortable and second they did not cost anywhere near the outlandish price his friend had made up. (So True).

Constant Improvement

He was reviewed again about a month later and he was 100% pain free. To say he was a happy patient would be an understatement. He went on to say that the only problem he was having was moving his orthotics from shoe to shoe. He could have purchased another pair of orthotics, but money was a bit tight.

I hope this article from a fellow practitioner inspires you to create your own examples to help your patients understand that paying some cash out of pocket is truly a small price to pay to restore their health and happiness. - Rem

Next Year

I told him that every year his health insurance would cut back in and he would be able to obtain another pair or orthotics for his other footwear. I explained that an additional pair of orthotics made from the original design, is cheaper than the first pair, and therefore with his health insurance rebate, his gap payment would be quite small.

2013

After receiving his yearly recall letter he returned and ordered an additional pair of orthotics, and it worked out he only had a gap payment of \$120. (For some patients there's no gap payment) He thought this was an absolute bargain, and could not believe everyone didn't take up this offer.

I explained that some patients only wear one pair of shoes and just don't need an additional pair of orthotics, however there are others that simply don't want to pay the gap.

Now here's what he said and it made so much sense...

"I don't get it. Paying for health insurance and not using it because there's a small gap to be paid, is like making payments to Qantas every month for an overseas holiday, where your airfares and accommodation are all paid for, but you won't go because you have to pay for food and drinks".

He is a very wise man, and since then he has returned each year to obtain another pair of orthotics for his other shoes.

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When You Truly Think About Your Future, (and not just the next few months) You Can Truly Exceed Your Wildest Dreams



I first heard this story in summer 2001 when I read it in Michael Lewis's book *Next: The Future Just Happened*. It had a profound impact on me then and has guided my career ever since.

In the late 1970's Danny Hillis made his reputation, as a young man in his twenties, when he had designed the world's fastest computer. He wrote an essay in 1995 for *Wired Magazine* called "The Millennium Clock". In his essay he talked about how the future kept closing in on him. He wrote, "When I was a kid the future was a long way off – so was the turn of the millennium. Dates like 1984 and 2001 were comfortably remote. He wrote then that 2005 was still far away and 2030 was too far away to even think about.

It just hit me this month that 2020 is four years away! Seriously? And 2030 is just 14 years from today. It's going to be here very soon.
For all of us.

In this essay, Hillis told a story about a trip he'd made to the Old World. He'd visited New College, Oxford, built in 1386. There he'd been shown the giant oak beams in the ceiling of the common room. Unlike most of the building, the oak beams weren't original; they'd been replaced at the end of the nineteenth century. When the time had come to replace the giant old oak beams, giant new oak beams had been thin on the ground. The New College people had called the Oxford forester to explain their problem, and the forester had informed the New College people that the man who had built the original ceiling back in the fourteenth century had also planted the trees to replace the beams. They stood on Oxford University land, waiting to be cut down.

That story had an enormous impression on Hillis. He didn't know whether it was true or not and he didn't even bother to find out. It was one of those stories that should be true.

It had an enormous impression on me as well and I hope it does the same to you. Is it time for you to be planting oak trees instead of applying Band-Aids? Is it time for you to step back, take several deep breaths, and look at your career?

Oak Beams in a medical practice are software systems that build your practice; equipment, offices, and people who build your practice; a marketing plan that builds your practices; a staff who is so well trained they sustain your practice so that when the time comes for you to make the needed investment or even begin your elegant exit from working to exploring, you are ready and the oak beams of your practice are right on the very land you stand on. All you need do is harvest them.

That, my friends, is the mission of Top Practices: Standing shoulder-to-shoulder with you while you build a sustainable, profitable, and enjoyable career.

Dedicated to your success in 2016, 2026, 2036 and beyond... join us at www.TopPractices.com.

Rem





How to Write and Share Content for Social Media

By Tom Foster



What's the point of producing great content if you aren't promoting it? People need to **actually find** the great pieces of content you write, and posting to social media is a powerful way to do just that. If you keep meaning to "get social" but haven't gotten around to it, the good news is that it doesn't have to be hard. Here are three basic steps that will get you started:

- **Write with social media in mind.** Not all content is meant to be shared on social media. Probably the three most important things to keep in mind are that it should be relevant to your business, interesting to your readers, and focused on bringing in new clients. While social media is a little more casual, avoid offering too much off-topic or personal information, and keep in mind that your posts will reflect on your business in your readers' minds.
- **Build your social media audience.** Add social media buttons to your website. Invite your friends to "like" your business page. Be active and involved in social media by also sharing, "liking," and commenting on other pages. Don't limit your audience to just clients—you should also connect with local businesses, relevant communities, and other professionals in your field.
- **Follow-up on how your posts perform.** Tracking the performance of your social media posts is just as important as posting. Keep an eye on analytics data, and adjust your social media campaign accordingly. Remember, too, that posts can include pictures and videos, which can help boost engagement.

If managing your social media posts becomes too time consuming, consider taking advantage of practical shortcuts. At Foster Web Marketing, we've created a fully integrated social media module right in DSS™. This gives our clients the ability to easily share their content on Facebook, Twitter, LinkedIn, or Google+ and see real-time statistics for how their posts are performing. The Top Practices Virtual Assistants are experts in using DSS. If you'd like to check it out, or if you'd like to learn more about using social media to promote your business, give us a call at 888-886-0939.

"Life says,
'make good or
make room,
but don't make
excuses.'"

– Napoleon Hill



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ARE YOU "PLANTING
OAKS" OR JUST
"APPLYING BAND-AIDS?"



See page one.

Beyond Your Wildest Dreams!

The 10th Annual Top Practices Marketing
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Keynote Address
by Dr. John Guliana

