

# DEDICATED TO YOUR SUCCESS

## New from Top Practices!

**ONLY \$97 FOR A LIMITED TIME.**

[Go to TopPractices.com/courses](http://TopPractices.com/courses) to purchase the course.

Why wait for what is due to the practice when you can collect it up front?

There are Six Easy Steps to Collecting Up Front

Every time there is a failure to collect copayments, balances, and deductible portions at the time of the patient's visit, you actually collect less later, if you collect at all. And your cash flow is severely slowed.

What if you could collect what is due to the practice up front, when the patient comes in for their visit? Not only would your income increase but also your outstanding accounts receivables from your patient would vanish!

Our newest video training program, authored by Tina Del Buono, "Six Steps to Collecting Up Front" has been proven to transform the financial aspect of the medical practice time and time again.

Why wait 60-120 days to get what is owed to the practice, when you can implement our simple **Six Steps to Collecting Up Front** program and collect what is due to you each day?

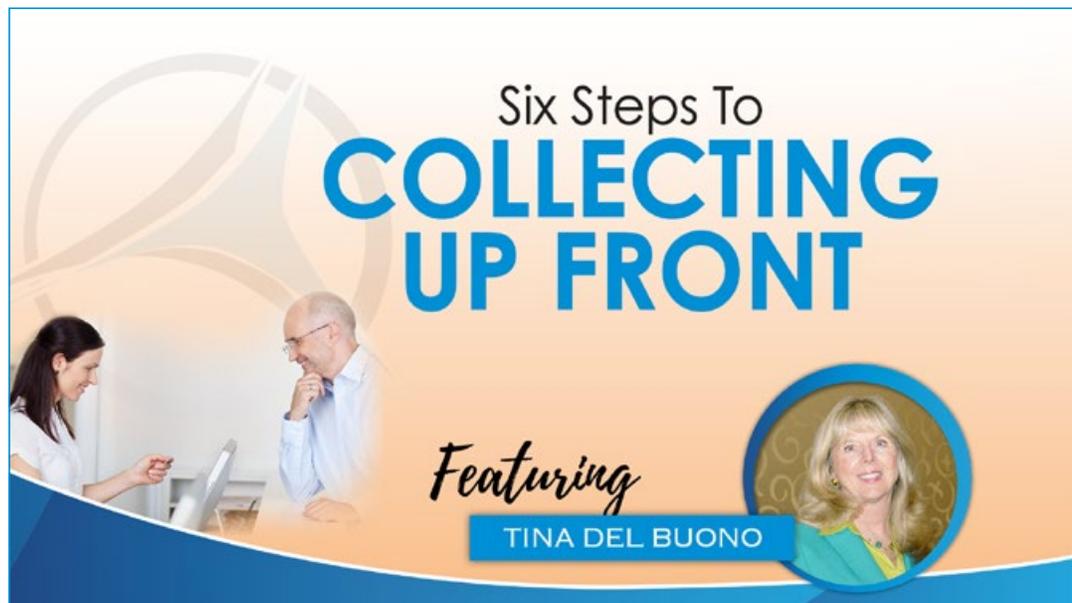
With our step-by-step videos and instructional manual, you can begin to collect what is owed to your practice at every patient's appointment.

What are the six steps?

- Developing Front Door Policies
- Staff Education/Training
- Data Gathering
- Patient Education
- Protections Contracts
- Payment Methods

Each section is spelled out with simple clear instructions and guidance.

When you implement these six steps into your daily practice systems you will not only increase the practice's bottom revenue line you will transform the financial success of the overall practice. **Find out more now.**



**Why wait for what is due to the practice when you can collect it up front?**

# Attacking the Practice Management Game

By Peter Wishnie



The other day I was playing chess with my son. I beat him four games in a row and during these matches, I was trying to figure out why I constantly win. You see, he is not a bad player. There are times he has me on the ropes, but I still find a way to win.

The key to me winning lies in the differences of our thinking. I am constantly being the offense, whereas my son is on the defense. He does not attack. He plays not to lose instead of playing to win.

Well, isn't this the same as with our practices? Why do some doctors embrace change, while others fight or ignore it? Some doctors get the new EMR and implement it as quickly as possible, while others let their expensive programs collect dust.

Who wins the practice thriving game? I didn't say survival on purpose. We don't want to survive, we want to thrive. The winners are doctors who attack change. They do not really embrace it, they see the change and act upon it even before it occurs. They defeat the naysayers. The ones who say you can't have a thriving practice today because of all the rule changes, like HIPAA, OSHA, and MIPS. They are ready and prepared for the battle. In matter of fact, they treat practicing like a game. They make it fun. They find ways to get the job done quickly and precisely.

Think about it. Armies, teams, business people, and politicians do not win by defending, they win by attacking. Attacking the situation puts you in control of your destiny. Great leaders are in control. As a practice owner, you are a leader, as a doctor you are a leader, and as a family man or woman, you are a leader. Leaders take action. They do not follow.

Leaders also create and invent new and better ways of doing things. If they don't, they would go out of business. Just look at Smith-Corona typewriters. Where are they now? Let's look at one example of how you can attack a problem and re-energize your practice at the same time. In-network deductibles are skyrocketing. With the high cost of health care, you can foresee a decrease in your patient load, as the patients will only come to you if there is a major problem.

What would a good leader do? Just ignore it, close his doors, or be pro-active. A leader would think positively and know that when one door closes, another one opens. In this situation, the doctor would be discussing preventive medicine. She will explain to the patient how less expensive it is to follow a program that prevents illness, vs. paying for the illness.

In addition, you can focus on areas of your practice you really enjoy. Maybe it is sports medicine, having a shoe store, and diabetic wound center. You might move to a cash practice. The key is to think two, three, and even four steps ahead of everyone else, just like a really good chess player. So, to win the podiatric practice game, be a creative, pro-active doctor who attacks change. Final result: checkmate!

*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 [here](#).*

# Don't Believe Them

Anyone who is predicting the demise of the solo or several doctor practices isn't informed. The pendulum is, in fact swinging the other way. Patients are unhappy with corporate medicine, doctors increasingly are frustrated working as employees, and burnout is becoming an epidemic.

Dr. Peter Wishnie is right when he says, "when one door closes, another opens". In the next five years. medicine is going to be changing. That is true! This is an opportunity for you IF you want the freedom, and ability to pay yourself what you are worth, not what some bureaucrat decides you are worth.

Private Practice is alive and well and if you believe that you must belong to the Top Practices Marketing Mastermind Group and the Top Practices Virtual Practice Management Institute.



Hundreds of podiatrists have transformed their practices and have positioned themselves for growth and profitability for the next five years and beyond by using the powerful resources of Top Practices.



*"Your Practice Should Serve You and  
Fund Your Ideal Lifestyle,  
Not the Other Way Around"*

*- Rem Jackson, Founder and CEO of Top Practices*

You can find out more at [www.TopPractices.com](http://www.TopPractices.com), or email us at [Answers@TopPractices.com](mailto:Answers@TopPractices.com), or call us at 717.725.2679.

**Don't believe the naysayers, the future of your private practice is bright.**



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Why wait  
for what is due to  
the practice when you  
can collect it up front?  
(SEE PAGE ONE)



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# PODIATRY PROSPERITY

## HOW TO MARKET, MANAGE, AND LOVE YOUR PRACTICE

**SAVE THE  
DATE!**

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