

# TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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## Why Should I “Mastermind” With Other Podiatrists?

The Simple Answer is that it works — it will make you more successful (however YOU define that) much more quickly.

By Rem Jackson, CEO Top Practices



The word Mastermind was first coined by Napoleon Hill, the author of “Think and Grow Rich”. In it, he defines the mastermind principle as “**Two or more minds working actively together in perfect harmony toward a common goal.**” He goes on to say, the mastermind principle lets you appropriate and use the full strength of the experience, training, and knowledge of other people **JUST AS IF THEY WERE YOUR OWN.** You can overcome almost any obstacle you face, no matter what your own education or talents, if you use the mastermind principle effectively.

### Here is what a mastermind group is not:

1. **It is not a support group.** We aren't here to fix you or the other members. There are many places you can go to get help like this.
2. **It is not an obligation.** You don't participate because you agreed to; you only participate because you are growing and getting stronger and want to be involved.
3. **It is not a place where whining or complaining occur or are tolerated.** We can all come up with 100 reasons why things can't get done. It is easy to do that. The really valuable thinking is producing ideas, strategies, and

tactics that can get things done. In a healthy mastermind group the focus is always on how to get something accomplished and never on why we can't.

### Here is what the Top Practices Mastermind Group is:

1. A group of your peers from around the country that are laser beam focused on the marketing and business development of their podiatry practices.
2. A group of your peers who understand that by sharing their very best ideas, they will get more outstanding ideas and help than they ever could if they were alone, or hanging out with the usual negative crowd. (A note about this point: I am routinely asked, WHY would other podiatrists SHARE their best ideas? Most people actually don't believe it is possible because they've never experienced it. And my answer is the same as above. They do it because it helps them. The more they share their successes, the more they hear about other new and useful ideas. I can tell you the Top Practices Members that share the most are getting the biggest gains. They've figured out that “A Rising Tide, Floats all Boats”. When you join us you will find out in less than a month that a group like this really does exist – I promise.)

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## Top Practices

1002 Lititz Pk., #191

Lititz, PA 17543

717.626.2025 ph

717.625.0552 fx

info@TopPractices.com

www.TopPractices.com



# Are Your Prospects and Patients Afraid to Call?



Your prospect is in pain. He doesn't know what to do. He's concerned. He's afraid. He needs a Podiatrist. Will he call you?

Maybe. Maybe not.

Phone hesitation is your prospect's fear of calling your office. And, it's more common than you think.

What are people afraid of? Lots of things, including the following:

- He's afraid of the diagnosis (and embarrassed he's waited so long).
- He's afraid the answer to his problem will be painful.
- He's afraid you may not handle his type of problem.
- He's afraid you may not have time to help him.
- He's afraid you may charge more than he can afford.

So, how do you overcome phone-call fear?

Simple. In your marketing materials and on your web site, make sure your prospects know:

- You welcome their calls! You want to help!

- Many people suffer from the same problems they do – and you can help – and how!
- You help people just like them.

In addition, you can offer to help prospects even if they aren't ready to speak with you. Offer free educational books that answer their questions. Add a section to your website that allows them to be added to your newsletter mailing list (then send informative and fun newsletters that show the warmth and friendliness of your office). Add video, good content, and a blog to your website that also answers questions people have about foot pain. The more they know about you and what you do, and the more they feel comfortable with who you are - the more likely they are to call.

Make sure prospects and clients know that you welcome their calls and put yourself, your knowledge, and your office information out there to be found!

A friendly, knowledgeable and informative office is a busy office!



*Nicole Tully is the Director of Member Services at Top Practices. For more information on any of Top Practices services, please contact her at 717-824-6553 or email Nicole@NicoleTully.com.*

## "Why Should I 'Mastermind' With Other Podiatrists?" continued from page 1.

3. A group with a leader, that is me, Rem Jackson, who knows more about how to market a podiatry practice than almost anyone in North America, and who knows how to coach you to achieve what it is you want from your practice. I realize that that is a big statement coming from me and I don't make it lightly. But no one has put as much time or effort into this in the podiatry world and I'm proud of what Top Practices has accomplished. Really proud.
4. A vehicle (an opportunity) to trade in the marketing you've been doing that isn't working for a plan that will take your practice and you to the next level and beyond - if you just get engaged and work the plan.

The alternative to a mastermind group is more of what you already know – trying to get your practice growing without a real plan, without help from other very smart innovative people, without moving forward significantly year after year and just getting older.

The reason you should Mastermind with other podiatrists is that it will enable you to have the practice you want, and not just settle for the practice that walks through the door. It puts the power back in your hands to be as successful as you want to be, no matter how you define it.

Here is how one Top Practices Mastermind Member describes it:

"I joined the Top Practices Mastermind Group in March of 2008. Since that time, I have completely transformed my practice. Truly, when I hear claims of learning how to market your practice and at the same time have more time for your family, I'm very skeptical. And yet, that is EXACTLY what has happened to me since joining. And the bonus has been that I now work much more effectively with my staff than ever before. I give Rem Jackson and The Top Practices Mastermind Group my highest recommendation." – Brandt Gibson, DPM, Mountain West Foot and Ankle Institute, American Fork, Utah.

We all have the same 24 hours in a day, and we all breathe the same air. The difference between us is how we use that time and how we use that air. The reason you should mastermind with your fellow top podiatrists is that you can rejuvenate yourself and your practice; you can stop worrying about your cash flow and your expenses. You can run a top practice. The alternative is more of the same and for scores of your colleagues that was just no longer an option.

Dedicated to your success,

*Rem*

# Do You Track Your Progress?

By Dr. Peter A. Wishnie



How do you know you are on track to achieving your goals? Do you wait until the end of the month, quarter, or year to see if you met your goals? Well, that is like playing a basketball game and not knowing the score. Are you winning or losing?

I can guarantee you that if you are trying to win the game, you will play harder if you know the score. Let's break it down even further. The infamous coach, John Wooden of UCLA fame, said he never worried about winning or losing. He just cared about the fundamentals and the little things that lead to winning. He concentrated on conditioning, passing, rebounding, and playing defense. He said that if you take care of the basics, you will end up winning a lot more games than losing.

The same goes for all businesses, even medical practices. Most of all, you need to know your numbers to see if you are winning or losing.

A lot of offices will track overall charges, collections, and new patients. Surprisingly, a lot of offices don't track anything and wonder how come they don't have enough money to pay the bills. The key is to track EVERYTHING.

Example, let's say your goal is to collect one million dollars in 2011. That means you will need to collect \$83,333 per month. Since there are 4.3 weeks in a month, then you would need to collect \$19,380 per week. The next number you will need is how much you collect per patient. This can be calculated by taking the total collections for 2010 and divide that by the total number of patient visits seen for the same calendar period.

So, let's say you collect on average \$100 per patient. That means you need to see 10,000 patients per year, or 833 per month, or 194 patients per week. You should also track this for every doctor, since some doctors' per visit values are higher than others.

The next thing is to chart this daily and have this chart right next to you, so you can look at it every day. This will help you know your score and keep you motivated every day. If you are going to make it to the Super Bowl, then every game, or in this case, every day, can make a difference.

Below is a sample chart that should be done for each doctor in the office. This chart is done weekly but you should still do the same daily. In addition, some people see graphs better than charts. Using excel, you can convert the data into graphs.

You should increase your goal the following week if you did not achieve it during this week. In the above example, during the week of October 11th, the goal for charges was down by \$500. This means you should increase the goal by \$500 for the following week. In reality, you can increase the goal incrementally since the prior week you were \$1,000 ahead of your goal.

The most important thing you should know about looking at your numbers is that just realizing you are not meeting your goals is sometimes enough. You get what you focus on, so, if you realize you need to produce more than you might, do the ingrown nail this week instead of scheduling it for next week no matter how busy you are. I am not saying to do something that is not needed. Throw it out to the universe that you need to produce more and it will come right back to you.

In my course, Know Your Numbers, I show you how to make these graphs as well as how to interpret them. I teach how to get back on course if your numbers are declining, as well as, how to maintain or grow your practice, just by analyzing your data.

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*Dr. Wishnie practices in Piscataway and Hillsborough, New Jersey and is the CEO of Family Foot & Ankle Specialists. He is also a practice management consultant at Top Practices and the co-author with Rem Jackson of "The Ultimate Podiatry Practice Management Survival Guide."*

Week of	Goal Charges Dr. A	Actual Charges Dr. A	Plus/Minus	Goal Collections Dr. A	Actual Collections Dr. A	Plus/Minus	Goal: Visits Dr. A	Actual: Visits Dr. A	Plus/Minus
Oct 4-8	\$40,000	\$41,000	+\$1,000	\$19,380	\$20,000	+\$620	194	200	+6
Oct 11-15	\$40,000	\$39,500	-\$500	\$19,380	\$19,000	-\$380	194	190	-4
Oct 18-22	\$40,000	\$39,000	-\$1,000	\$19,380	\$18,500	-\$880	194	188	-6
Oct 25-29	\$40,000	\$42,000	+\$2,000	\$19,380	\$21,000	+\$1,620	194	196	+2



## Wants to Tell People about You!

Google's number one job is to get people the best returns for their internet searches. He uses a lot of tools to do this. Here is an easy way to rise up in the rankings on Google – add content to your website every week. A simple 450 page article added to your website every week that has the kind of language that your prospective patients are searching for online will start to move you up higher and higher in the rankings. Nothing is more important than being on page one, position one on Google.

If you don't know where you are going, any road will take you there.

– Lewis Carroll



1002 Lititz Pk., #191 • Lititz, PA 17543  
717.626.2025 ph • 717.625.0552 fx  
info@TopPractices.com  
www.TopPractices.com

## Do You Track Your Progress?



SEE PAGE THREE.



# MUST READ LIST

One of the questions that Rem hears most often after speaking to a group of podiatrists is, "what was the name of that book you recommended?" or, "can you tell me how I can find that book you mentioned?" Well, we are pleased to announce that we have added Rem's recommended reading list to the Top Practices website. Just visit us at [www.TopPractices.com](http://www.TopPractices.com) and click on the Must Read List on the right hand column. This will take you directly to the Amazon website where you can order any books that are on Rem's list. Happy Reading!

