

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

FEBRUARY 2014 • VOLUME 7, NUMBER 2

Affordable Care Act, ICD-10: Feeling Lost?

By Rem Jackson



If you're worried, you're not alone.

Most doctors (not just podiatrists) are filled with dread about the upcoming changes because they aren't in control of what is going to happen. You see, it turns out, most of us hate uncertainty – really hate it. The markets hate it, and when there is uncertainty, they usually recede because everyone's hunkered down and hiding.

Well, almost everyone. Some of us see these periods as great opportunities to move forward and make more progress than at any other time. When we don't hide, we find that we have far more opportunities for gain because no one else is even trying.

Rewards always come to those who are willing to deal with uncertainty. Actually, not always – fortune doesn't favor the stupid; which I would call people who move forward blindly without any tools to help them.

If you are lost, you need a map and a compass.

I recently did an exercise with a group of podiatrists that asked us to prioritize what items we would need if we were stranded in the middle of the desert. We also discussed what strategies we would use to survive. The results were surprising and the exercise was fun. Bottom line – staying hydrated and avoiding the sun was, by far, the most important thing we needed to do.

But you aren't in the desert; you're in a medical office.



Since you are in an air-conditioned office and the water is running, we can safely state that a map and a compass are your keys to success in the near future.

Your compass is your goals. It is impossible to take your career or your personal life anywhere if you don't know the direction you need to go. Go to www.RemsGoalWorksheets.com to get the newest and

drastically improved Top Practices Goal Worksheets. This simple step will help you gain far more clarity on what you need to do to get THAT CONTROL back in your life.

Continued on next page.

what's inside

- 2 Breakfast of Champions
- 2 Affordable Care Act, ICD-10: Feeling Lost? (cont.)
- 3 Are You Committing One of Rem's Top Two Marketing Pet Peeves?
- 4 Positive Cash Flow: There Really Is Nothing Quite Like It.

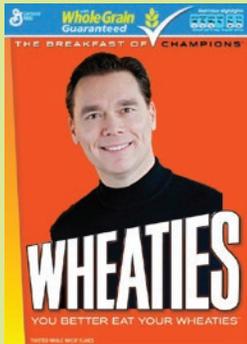
Top Practices

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



Breakfast of Champions

By Jay Henderson



Stephen Covey said that “Feedback is the breakfast, lunch and dinner of champions.”

Many of you have heard my model for feedback as I’ve shared it with Rem Jackson and Ben Glass during Mindset calls as well as in other interviews and coaching. It’s a critical skill that everyone should have.

Here are a few more tips you can use to create an ongoing communication that will help your team perform at their best.

Feedback should:

Be timely. It should occur as soon as practical after the interaction, completion of the deliverable, or observation is made.

Be specific. Statements like “You did a great job” or “You didn’t take care of the clients’ concerns very well” are too vague and don’t give enough insight into the behavior you would like to see repeated or changed.

Focus on the “what,” not the “why.” Avoid making the feedback seem as if it is a judgment. Some say, “Begin with ‘I have observed...’ or ‘I have seen...’ and then refer to the behaviors.” I totally disagree with this thinking! Focus on the outcomes and conclusion you want. Ask questions. Focus on the new action or activity – not the mistake or poor performance. Focus on those things, and not the person or even the behavior for the best results.

Use a sincere tone of voice. Take the “charge” out of your voice. Avoid a tone that exhibits anger, frustration, disappointment, or

sarcasm. If you’re feeling these things, then stop and wait to give the feedback when you’re in control!

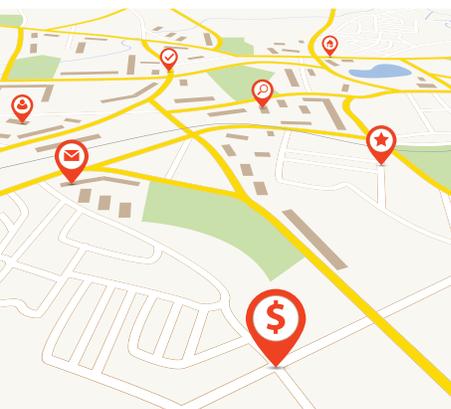
Positive feedback strengthens performance. People will naturally go the extra mile when they feel recognized and appreciated. When corrective feedback is handled poorly, it will be a significant source of friction and conflict. When it is handled well, people will experience the positive effects, and performance will be strengthened.

The number one reason companies lose good employees is because of their direct boss!! Now, don’t let that scare you into a completely non-confrontational stall. You must hold people accountable to clearly defined performance expectations. If you find yourself holding back, there is likely some skill development on your part that should take place.

Remember, people stay engaged when in a positive environment where they are being developed and they feel a sense of meaning in their role beyond getting paid. Not always easy, but always important!

Jay Henderson is the founder of DPMHiring.com, a unique hiring service for Podiatrists 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. He is one of only 4 Masters in the science of measuring how people think and make decisions. Jay also worked with Stephen R. Covey, author of 7 Habits of Highly Effective People, for five years and has fifteen years of first-hand experience working with other worldwide experts in business and sports. Since 1996, he has delivered customized training and coaching in leadership, management, and sales development for entrepreneurial businesses nationwide. DPMHiring.com is based in Raleigh, North Carolina, and can be reached at 919-518-2793, by e-mail: Info@RealTalentHiring.com, or visit his website: www.DPMHiring.com.

“Affordable Care Act, ICD-10: Feeling Lost” continued from page one.



There is a map that can guide you through the next few years and keep your reception room filled with the exact kind of patients you would like to be seeing: The Top Practices Marketing Mastermind Group. For over 7 years, we have been enabling our members to build a strong practice that can withstand anything the government can throw at you. Nothing can hold down a practice that understands great practice marketing. You can always control your patient flow, and that translates directly into your profitability.

Put simply, we have the map that will lead you through the difficult environment we are in and enable you to end concerns about marketing your practice. We have the team that can stand with you as well. Come to www.TopPractices.com to find out more about how you CAN control your future.

Very powerful.

Are You Committing One of Rem's Top Two Marketing Pet Peeves?

By Tom Foster, Founder and CEO of Foster Web Marketing



I recently sat down with my partner Rem Jackson to review the features in our new Customer Relationship Management (CRM) tool, which we designed from scratch for our clients with his help. During our conversation, I asked Rem about the most common mistakes that he sees doctors make with their marketing. I wanted to share his answers with you.

Rem's Marketing Pet Peeve #1: Pinning Your Hopes to a Single Marketing Effort

The majority of doctors make the same mistake: they put time, money, and effort into creating one marketing effort (like one ad or one newsletter) and send it out into the world—all of their marketing dreams pinned to it. They believe that by sending out a single marketing piece, their phone will start ringing, their appointment books will fill up, and people will flock to their website to fill out contact forms. Then, when it doesn't work, they throw up their hands and cry, "I tried marketing, and it doesn't work!" Does this sound like you?

Guess what? Marketing DOES work. Rem and I and all of our successful clients are proof of this.

Fix it: Effective marketing is not a one-time effort. If you want to succeed in 2014, you need a marketing plan. You need to sit down, identify very specific marketing goals, create targeted campaigns to achieve these goals, and then execute your plan. And, don't forget to measure—you want to know which of your campaigns are working and which aren't. When a campaign does not yield good results, it doesn't mean that marketing doesn't work; it means you need a different approach!

Rem's Marketing Pet Peeve #2: Failing to Follow-up

So, you've got a free offer on your website—say a book, report, or coloring book—and somebody has filled out a form to request it. Great! You're excited, you send out the offer, and then wait for the phone to ring. Only, the phone doesn't ring! Why? Because, more than likely, the prospective client got busy, misplaced your book, or just forgot all about it. We're all busy, right?

"A lot of doctors have told me that when they ask their patients who performed surgery on them, they can't come up with the name of the surgeon," said Rem. "If people can't remember the name of the doctor who cut them open, what makes you think they will remember you from the single offer they requested?"

Fix it: You need to keep putting yourself in front of potential clients who have contacted you, in a variety of ways—this is called a follow-up campaign. When you do this, you want to address their concerns and fears using words they understand (no doctor-speak!). Meet people where they consume information by varying the materials in your drip campaign. The campaign should include e-mails, CDs, transcripts of the CDs, letters, and postcards. This way, you are accommodating the needs of each type of learner. A campaign like this is so inexpensive, yet we've seen follow-up campaigns result in a 20%-50% conversion rate!

So, what's stopping you from making this year the most successful one for your practice? It's time for you to get a solid marketing plan in place—and time for you to continually follow up with your potential clients! Remember, it costs you money to get these potential clients to contact you. Don't waste all that time and effort by ignoring them after one touch.

If you want to learn more about our new CRM tool that can help you market to your clients and potential clients, please contact us at info@fosterwebmarketing.com.

"Change your mental attitude, and the world around you will change accordingly."

– Napoleon Hill

AFFORDABLE CARE ACT, ICD-10: FEELING LOST?



See page one.

Positive Cash Flow: There Really Is Nothing Quite Like It.



You see, if your practice is generating a good solid positive cash flow month after month and year after year, everything else is just easier. You don't have worries about meeting payroll, you can make decisions to buy equipment, or attend a meeting without worrying about how to pay for it and only worrying about if you want and need it. When your practice is healthy and generating a good solid flow of cash, your stress level is greatly reduced. You can make decisions to support the needs of your family and loved ones without worry.

A reception room filled with the kind of patients you want to see, not just routine care, is the first and most important contributor to an abundant cash flow. This is what Top Practices is designed to help you achieve. When your cash flow is positive the sky is even more blue.