



## Dedicated to Your Success

### Fall in Love With Your Practice...Again

*By Peter Wishnie*



DR. PETER WISHNIE

It is February, the month for love. Just like we shouldn't have a day to remind us to love the special ones in our lives, we really shouldn't need a reminder to love our practice.

However, it is good to have this reminder and to take the time to think about the special people who love us. Sometimes life gets in the way and we don't think about what makes us successful. We focus way too much on the negative aspects of our lives and practices. When we do this, it is easy to fall out of love. So, if you fell out of love with your practice or you are still in love, but you don't know how you got there, this article will help you get back or stay in love.

The first thing I would like to say is if you are not in love, it is probably because your practice is causing you stress and you might be burned out. Well, below is what you need to do and do on a regular basis. Every time you hit a low, just follow the WAG formula and you will immediately fall in love again.

- 1. Your Why:** The first thing you need to do is remind yourself why you became a doctor. You fell in love with helping people. You felt like a superhero. You can do what most people can't, and that is fix their medical issue. During the day, write down the number of patients who are truly grateful that you helped them. Reread your on-line reviews and focus only on the positive ones. This will brighten up your day.
- 2. Answer the question in your head.** Write down what gets you so upset during the day in a little pad that you keep in your lab coat. Don't handle these issues immediately. Just write them down. Review them after you see all your patients for the day. Try to come up with answers for each problem. Involve your staff at your weekly meeting. You will find that most of your problems are either a staff issue or an issue of too much to do, which is basically a delegation problem.



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Are You in a Love/Hate Relationship with Your Website?



Marketing is the Highest Value Use of Your Time



Save the Date – Top Practices Summit 2018

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# Are You in a Love/Hate Relationship with Your Website?

*By Tom Foster*



Maintaining a love/hate relationship with your website isn't healthy for you or your medical practice. If your practice's digital marketing feels like a constant swing from highs of hopeful expectations to lows of frustration and disappointment, then it's time to make up with

your website and build a better future for your digital marketing. It just takes a little:



- **Communication.** Talk constructively with your marketing team (whoever that may be—internal, outsourced, or yourself) about the status of your website and your goals for the future. Make it easy for your patients to reach out to you and stay in touch. The more clearly you communicate with your online audience and your marketing team, the better your website will work for you.
- **Balance.** If you don't take the needs of your “perfect avatar patient”—who coincidentally refers other perfect patients—into account, you risk pushing them away, gaining a bad online reputation, or even getting in trouble with Google. If you don't keep your goals in mind, then you risk wasting money on digital marketing that isn't helping your business.
- **Attention.** You should be reviewing the performance of your ad campaigns, social media efforts, and website so you know what to keep doing and what to change. If you aren't paying attention, your marketing can quickly get away from you. Not knowing how to do this isn't an excuse for failure. Instead of being a rudderless sailboat, lost in the vastness of the digital ocean, hire a marketing professional or establish relationships with partners who are well-versed in online marketing. Your marketing team can then help you understand online performance analytics and guide your online efforts so they work for you.
- **Honesty.** You must be honest with your marketing team about why you're looking for help and what kinds of efforts you've made in the past. You must be honest about the time you can spend on marketing yourself. You have to tell the truth about where you are to get where you want to be. Most importantly, be honest with yourself about your goals and what you are willing to do to achieve them.
- **Patience and commitment.** Changes happen fast in the digital world, but it can still take time to see results. You can't wildly switch from marketing company to marketing company anytime something goes wrong. While there are always temporary ups and downs online, stick with what brings you steady improvements and realistic gains over time.

Frustrated doctors come to Foster Web Marketing to finally get the results they have been looking for. So, do you hate your website? We work closely (daily) with The Top Practices Virtual Marketing Director Team and together we CAN help you. Call us at 888-886-0939 to schedule a free website analysis and let's get your marketing working for you instead of against you.

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.





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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!**