

# DEDICATED TO YOUR SUCCESS

## You've Got to Get out of the Office

By Rem Jackson



I don't know about you, but I can get a bit too "inside my own head" from time to time. This is understandable for me and for you. You are always dealing with some or all of the following:

- Serving your patients to your utmost each and every day.
- Managing and working with your staff and in many cases your colleagues.
- Handling the endless waves of problems, challenges, letters, audits, resignations, and headaches that just come with the role of Practice Owner.

This leads to "getting inside your own head" for all of us from time to time. Often, we don't even realize it is happening. We all have to step away from time to time to learn new ideas, get reinvigorated, and back on track. You've got dozens of opportunities to do this, but here are three you should strongly consider:

**[The Top Practices Marketing and Management Summit](#)** which will be held in San Antonio, TX on the famed and historic Riverwalk at the Marriot on the Riverwalk. September 13, 14, and 15. Dr. Marybeth Crane is the Keynote Speaker. Her Keynote is entitled: "The Finish Line" and she will share how she built her practice from scratch to her planned exit as she crosses The Finish Line on her own terms.



[www.TopPractices.com/Summit](http://www.TopPractices.com/Summit)



### **[The AAPPM Spring and Fall Practice Management Conferences](#)**

2019 Spring Conference at Hyatt Regency Baltimore Inner Harbor May 16, 17, and 18

2019 Fall Conference at Hilton Daytona Beach Oceanfront Resort November 7, 8, and 9

The AAPPM has been called the friendliest group in podiatry and this year podiatrists from across the US will be working with their colleagues to share what they know to help them have success in private practice.

[www.AAPPM.org](http://www.AAPPM.org)

Make the investment in your own growth. Make the investment in your career. Don't stay inside the artificial bubble of career isolation. There is a lot of very exciting and positive ideas, strategies, and tools that can make you much happier and a lot more profitable.

Dedicated to your success,

*Rem*





# Is Everybody Happy?

By Tina Del Buono



All physician employers want their practices to run well and for their staff to be happy. We know that when the staff is happy, the doctor is happy and ultimately the patients the practice serves will be happier too.

Can the “happiness” last forever? Sometimes we think it just will and then all of the sudden a staff member will up and leave and everyone is surprised. No one realized that they were not happy anymore.

When a valued staff member leaves it not only can be difficult to recover, it is costly for the practice as a whole. Not all unhappiness is caused by situations at work and many times the employee’s personal life is cause. Nonetheless, when it affects the employee’s quality of work it needs to be addressed.

Below are three symptoms to recognize that may be trying to tell you that your employee is unhappy.

**Checking out** – When you see your employee physically there but they are really not engaged with what they are doing and whom they are doing it with they may be checked out. You ask them a question and get the proverbial “deer in the headlight look”, when they really should be able to give you an answer. When people check out of a situation it is usually because something is going on that is consuming their thoughts when their mind should be on work.

**Procrastination** – Most people will procrastinate at times, but when you notice an employee that usually does not procrastinate, start to do so, it is a sign that something is up. For some reason they are disconnecting from their job tasks. Putting things off and letting them pile up can cause a catastrophic event if it is allowed to go on for too long. All too often when an employee leaves because they are unhappy the employer will find piles of hidden work undone and this is costly.

**Lack of accountability** – This one sign can be a costly one and needs to be addressed quickly, as you the physician are legally responsible for your employees. When an employee fails to be accountable for their actions and it appears as though it is not a big deal to them, you are putting your practice at risk. Employees at all times need to be able to demonstrate the following three attributes to their employer; (1) Answerability (2) Responsibility and (3) Liability. Under the legal principle of vicarious liability, the physician is ultimately responsible for the actions of his or her staff. This means that not only are the employees responsible for their actions, but that the physician is also responsible for their (the employees) actions.

Take the time to check in daily with each staff member. Find out how they are doing, if they have any questions or need help with any tasks. Listen to them and watch how they respond. If you sense they are not themselves, ask if everything is okay. Not everyone is going to be “happy” everyday, but your staff will be happy to know that you care about them enough to check in with them daily.

*Tina Del Buono, PMAC is the Director of the Top Practices Virtual Practice Management Institute which enables its members to overcome their practice management challenges (that seem to get worse by the day) and run their practice so well that everyone gets their nights and weekends back with all their work done. Find out how it can transform your practice at [Virtual Practice Management Institute](#) today!*

# What Doctors Should Understand About ADA Compliance Online

By Tom Foster



Foster Web Marketing has been closely following developments in website accessibility for many years, and we would love to say that we offer “100% ADA-compliant websites.”

**The problem is that there is currently no such thing as an “ADA-compliant website.”** There are no laws that mandate an accessible website or define what that might mean under the ADA.

Right now, anyone who guarantees an “ADA-compliant website” is taking you for a ride.

While Foster Web Marketing has a long-term compliance strategy in place, there is a lot of progress we can’t make until we see better regulatory certainty. However, that doesn’t mean that you have to wait to help users with disabilities use your practice’s website better.

There are several steps you can take right now that will improve accessibility and provide a better user experience for all your visitors online:

- **Tag images with descriptive text.** “Alt tags” are short text descriptions added to the code of your page that help screen readers (and Google crawlers) understand the images on your website.
- **Transcribe audio and video.** Adding a text transcription for any audio or video elements on your site is an easy way to help users with disabilities access more information on the page. YouTube even allows you to add subtitles and closed captioning to videos.
- **Go for contrast.** Low-contrast color schemes can make it difficult for users with sight impairments to distinguish between foreground and background and pick out text on buttons and forms.
- **Keep navigation clear and consistent.** Consistent navigation and clear pointers to important content help all users move through your website more quickly and efficiently.
- **Make your code more accessible.** Little touches on the backend of your website, like page language code and descriptors of non-text elements, make it much easier for assistive devices to serve your content to users.

A handwritten signature in black ink, appearing to read 'Tom Foster'.

Tom Foster, CEO Foster Web Marketing

*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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You've Got  
to Get out  
of the Office  
(SEE PAGE ONE)



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# PODIATRY PROSPERITY

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

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