



## Dedicated to Your Success

### Are You Missing Something Very Important?

*By Rem Jackson*



If I told you that tomorrow morning you would wake up with full knowledge that tomorrow would be your last day, would it change your perspective?

I bet it would. I think you would try to take in everything you possibly could. You would notice the sounds around you more acutely. You would smell the aromas of coffee (the last time you would smell coffee brewing!), and the perfume of your loved ones. Your eyes would pay close attention to everything. You would be deeply grateful for life and want to be present in the moment the entire day.

You would look deeply into the eyes of your loved ones, your devoted staff, your trusting patients and take it all in one last time.

Now, for most of us tomorrow isn't our last day. Luckily we don't know that date. But because we assume we have many, many days left, we take the blessing in our life for granted. We focus on the truly little things that stress us out. We snap at our family and co-workers. And here is a big one—we stare at our smartphones reading emails (that can wait), social media posts (that are mostly inane) and anything else that grabs our attention. We aren't present and we are missing out on living. Truly deeply, abundantly living.

I don't get it. I refuse to accept it in my life. I strive to inspire, through example (not preaching), everyone I come into contact with every day.

At a restaurant, I'm putting my phone in my pocket. If it does come out, it's for a specific and important purpose (something like what year was "Dark Side of the Moon" released). ☺

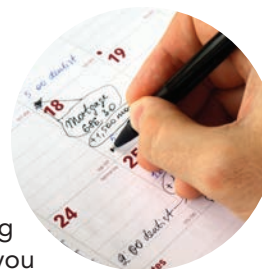
We owe it to ourselves and our loved ones to Be Present. Otherwise we are missing something very important—our lives. Instead of living today as though it were our last day with deep and abiding gratefulness, we are living in the future (or past) and are stressing over events that are finished or may never happen. Adam Sandler was the star of a movie entitled "Click" in which he had a remote control that allowed him to fast forward through parts of his life that he would rather skip. The thing is, while time zipped by for him, his family and friends were still living in real time and when they interacted with him he was so distracted they finally gave up on him.

I don't want to be that guy. I don't want to be the person who can clearly detail everything that is wrong with the world. I would much rather be the person living in the moment and drinking in the blessings I do have—which are many.

As I sit at my desk I can look up and see this reminder on my wall, "Never get so busy making a living that you forget to make a life." Are you missing something very important?

Dedicated to Your Success,

*Rem*



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### Top Practices

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Here is one reason you must make certain that you and your staff attend the **Top Practices Summit in Las Vegas on October 7, 8, 9** at the Planet Hollywood Hotel and Casino *(there are many, many other reasons)*

8:30AM – 12:00PM

## The “Let’s Pretend I Don’t Know Anything” Workshop with Top Practices Founder Rem Jackson

Rem Jackson, CEO/Founder of Top Practices and the inventor of the Four Pillars of Medical Practice Marketing conducts (for the first time ever) a step-by-step workshop for beginners (or anyone who feels like a beginner or wants an outstanding marketing foundations course). Come knowing nothing and leave knowing every step you should take in order to have the best year in your practice’s history. Rem and his team will lead you through the foundation of medical practice marketing that works:



- **How to get organized and prepared to move forward at an appropriate pace**
- **How to understand the investment you need to make in time, people, and money (and how to manage it)**
- **How to get your marketing rolling quickly and correctly so that it returns your investment as quickly as possible**
- **Internet Marketing, Referral Marketing, Internal (database) Marketing, and External Marketing**
- **How to build and maintain momentum**
- **How to double or triple the size of your practice**

This session is high-energy and interactive. ALL of your questions will be answered and you will be able to see the path you need to take. Guaranteed!



## THE PROVEN TOP PRACTICES MARKETING SYSTEM

The best parts about Summit were networking with colleagues and having a goal setting deadline, because otherwise it wouldn't have gotten done.

Cindy Classen, DPM – Castle Pines, CO

# How To Improve Your Communication Skills

*By Dr. Peter Wishnie*



One of the biggest problems people have in their lives is their lack of communication skills. Effective communication can prevent multiple problems.

The first step in communication is to get agreement. If you just come out and disagree with the patient, then you will just have an argument. Using a phrase like, "Mrs. Jones, I definitely understand why you are saying that. If I was in your shoes, I would feel the same way."

Another way to get agreement or understanding is to repeat back to the patient what they are trying to convey. By repeating back their concerns and getting agreement that that is what the problem is, the patient will now be open to listening to you.

Another important skill you need to have in order to have great communication is to find a reason to like the person you are talking to. This does not mean you have to go out and socialize with that person. It means you have to have a reason to communicate with them. Don't judge people. You are a doctor and your job is to help everyone to the best of your ability. You cannot help everyone, and in those cases continue to show concern and refer them to another doctor that can help them.

This technique also works with your staff. Great communication between you and your staff and between staff members is vital for a successful practice. Most problems in life are due to poor communication. In these instances, people assume what you mean and when this happens, mistakes happen or tempers fly.

The best way to prevent mistakes is to listen with intent. Be 100 percent present during the conversation. Put away your cell phones and computers. Look the person in the eye. Repeat back what they are saying so you both get agreement on the situation. Being present shows respect for the other person and shows you care enough to listen.



When giving an order to a staff member, try to do it in writing. Written orders are more likely to get done accurately than verbal ones. For example, when telling a medical assistant you want three certain x-ray views on Mrs. Jones' foot, it is best to have an x-ray requisition form where you can check off which views you would like and on which foot. The medical assistant is performing a lot of different tasks at that moment, and the less she has to remember, the more likely it will be done with accuracy. The assistant does not have to remember which views. All she has to do is look at the paper.

There are circumstances where written orders might not be possible. In this case, make sure the staff member repeats the order back to you and check for accuracy. The assistant should also write it down in case she cannot perform that task immediately.

One more thing. The same word might mean different things to different people. It is how we are brought up and how we used these words in the past. For example, take the word manipulate. Is it a positive word or a negative word? Some people might think it is a negative word, such as to manipulate someone or something for one's personal gain. However, it also means to handle or control a tool, mechanism or situation in a skillful manner. Both definitions are correct. The point is not to jump to any conclusions and find out what the person's intent is when speaking.

So, if you are sincerely trying to help your patients and your staff, and you do not get defensive and argue with them, you will be able to communicate with them.

Remember, the most important part of communication is listening. You have two ears and one mouth for a reason. You need to listen twice as much as you speak.

Top Practices' programs and services that build your practice



Top Practice Marketing Mastermind Group



Top Practices Practice Management Institute



Top Practices Virtual Marketing Director Service



Top Practices Marketing Database Management Service



Top Practices Patient Newsletter

"The best way to pay for a lovely moment is to enjoy it."

– Richard Bach





# TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

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Are You  
Missing  
Something  
Very  
Important?

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## THE 10<sup>TH</sup> ANNUAL TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

Beyond  
Your

*Wildest  
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REGISTER BY  
MAY 16TH  
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EARLY BIRD  
PRICE!



October 7, 8, 9, 2016

Planet Hollywood Hotel & Casino, Las Vegas, Nevada