



## Dedicated to Your Success

### You Can't Sit This One Out

*By Rem Jackson*



Value-based medicine is soon upon us. It's a fact of life. You can't sit it out and hope it goes away. Sorry, but you just can't. I've had a lot of conversations with doctors about all of this. Most of them express a sentiment that goes like this:

"I still like (even love) the "doctor" part of being a doctor, but I am getting really burned out on the stupid paperwork and regulatory part of being a doctor. I know there needs to be some oversight obviously, but this has truly "jumped the shark" and is now just ridiculous."

And they are right.

This leaves them and you with a choice. A choice about how you are going to deal with this. And you have to choose because, unless you are retiring in 15 minutes, you can't sit this one out.

Here's the choice:

- Leave medical practice and do something else
- Go work for someone else and let them deal with it
- Keep going and be miserable about it
- Find a way to love being a doctor again

These are all choices you can make. The first choice, leaving the profession for something else is VERY seductive for many people. There is just one problem; you've invested your life and your treasure into medicine. You ARE a doctor. Unless you have something you are supremely confident in, there are very, very few options that will support you and your family like your chosen profession. This is the one I worry about the most for people who are considering it. Tread carefully here and remember, every business has its own problems that will drive you nuts in that business too.

The second choice means taking a job and working for someone else. Sounds great doesn't it. All those headaches are someone else's. I've been on both sides of this coin personally and I will take working for myself EVERY TIME. Every Time! Most people are nuts (just like us) and the number one thing people really dislike (most, not all) is their boss. And most likely you'll become a number in a big system. Good luck getting your vacation time approved. And, they can always fire or downsize you at their whim. Then what?

The third choice: Keep going and be miserable about it. Listen, if you would seriously choose this, then please throw this newsletter away and email me at [Rem@TopPractices.com](mailto:Rem@TopPractices.com) so I can stop wasting trees and money mailing it you.

Finally: Find a way to love being a doctor again. Now we are talking. I can't stop the government or the payers from being idiotic or even evil, but I can tell you that TWO things you didn't learn in business school: Marketing and Management can become your secret weapons to having an abundant life and LOVING your chosen profession again. At Top Practices this is our mission. It's our passion. Call us at 717-725-2679 or email us at [Answers@TopPractices.com](mailto:Answers@TopPractices.com). Or just come to [www.TopPractices.com](http://www.TopPractices.com) to learn more. It's happening all over the country, why not in your office?

Dedicated to your success,

*Rem*



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# Time Management for Busy Doctors

*By Peter Wishnie*



What are the two biggest problems facing any small business owner? It is time and money. If I had more time I could do more to make more money. Also, if I had more money than I could get more done because I would have more resources.

The answer to the time/money problem is being really good at time management. It is such a big problem that there are literally hundreds and hundreds of books written on this subject. There is usually a whole section at your local book store just devoted to this topic. Like any other problem, the first step in solving this issue is recognizing you have a time management issue. As an owner, you have the luxury of being in control of your time. This is not always the case for an employee, since they might not have control of how much work their superiors are giving them.

So, the next step is to get better at delegating tasks to key staff members. If you want to get home to your family at a reasonable hour, you will need to learn to trust your staff. Hire good staff that is trainable and can follow orders. "Basically, the more you try to do, the less you actually accomplish," *The 4 Disciplines of Execution*, by McChesney, Covey, and Huling. In order to be great at delegating you need to eliminate the attitude of, if you want something done right, do it yourself. It just matters that the task was achieved with the result you want.

The third step to improving your time management skills is planning. Planning will prevent you from constantly working in urgency. Planning will give you more time and decrease your stress. You should plan your week every Sunday. Look at your goals for your health, family, business, and don't forget your goals for your mind and pleasure. What are you going to do this week in order to get closer to your goals in each of these areas? In addition, you should plan your day the night before. Look at your patients that are coming in and see what they are coming in for. Do they need orthotics? If so, are the benefits verified? This will save you time during the day and you will also be able to produce more. If there are things you need to do and you have kept on putting them off, then, ask yourself if you can delegate these tasks. If not, simply do it first. Always do the tasks you hate the most first. This is best described in the book, *Eat the Frog*, by Brian Tracy.

When planning, take a 3x5 index card and write down the one thing you want to accomplish that day. This is the one thing that will get you closer to your goal. In regards to goal setting, you should only be working on one goal in each area of your life at a time. Then in three months you can start working on your next goal. It is easier to achieve your goals by staying focused on one goal at a time and in small bursts.

Time management is a very important skill. It is one that needs to be learned and developed over time. It is very difficult to reach your full potential without proper time management.



*Dr. Peter Wishnie is the founder of Family Foot and Ankle in New Jersey. He is also the Director of Physician Programs and Practice Management Consultant for Top Practices Virtual Practice Management institute. You can find out more about Top Practices Management Programs at [www.TopPractices.com](http://www.TopPractices.com)*

# WARNING! Unconfirmed Changes to Google Algorithm and Local Pack May Affect You

*By Tom Foster, CEO Foster Web Marketing*



On Friday, September 2, changes may have been made to Google's core search algorithm and the "local pack"—the box showing local business listings alongside organic search results. These results are more visible than others and more readily attract the eye of the viewer. Google has not yet confirmed the update or explained the reason for it. However, reports of changes to organic and local rankings have been communicated, and it's believed that Google identified some local listings it considered spam and removed them.

It's unclear at this point if this is a permanent change to the local pack, if it will see additional changes, or if there will be changes to other specialized search results

## What Clients Might See Happen

With the removal of these "spammy" local listings, law firms, medical practices, and other businesses with properly optimized local listings may see big improvements in local visibility, and others may see a drop in rankings due to duplicate local listings or inconsistent NAP (name, address, phone number) information.

Foster Web Marketing has seen a variety of changes with its clients since the unconfirmed update—most of them positive. While not everyone saw a movement or change in their listings, some did see improvement in tracked keywords, local listings, and organic results.

If you have questions about any changes you see with your rankings, or you're experiencing what you believe is a negative impact as a result of this unannounced and unofficial update, we're happy to help you evaluate your website and determine how to best identify areas that may be problematic. Even if you're not sure that your rankings have changed or you simply want to discuss ways to attract people to your website and turn them into clients, take advantage of our [comprehensive website analysis](#). Foster Web Marketing is a partner with Top Practices Virtual Marketing Director Services. You can contact Foster Web Marketing for assistance at **888-886-0939**.



"A positive mind finds a way it can be done. A negative mind looks for all the ways it can't be done."

– Napoleon Hill



# TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

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You Can't Sit  
This One Out!

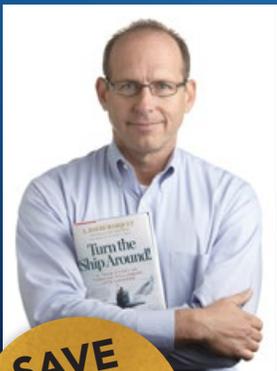
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Top Practices Marketing and Management Summit  
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## "Transforming Your Practice into a Profit Producing Machine"

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Captain Marquet is the author of *Turn the Ship Around! A True Story of Turning Followers Into Leaders*. Fortune magazine named it the #1 must-read business book of the year, and USA Today listed it as one of the top 12 business books of all time. He is also the author of *Turn Your Ship Around*, A workbook for implementing Intent-Based Leadership.

He is a life member of the Council on Foreign Relations, and in 2015 was named to the American Management Association's "Leaders to Watch" list.

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