

DEDICATED TO YOUR SUCCESS

The Fourth Quarter is All Yours for the Taking

By Peter Wishnie



The fourth quarter of every football game is called crunch time. No matter if you are winning or losing, it is the time to crank it up another notch. Did you know that most points in a football game are scored in the fourth quarter? Why is this? It is because it is your last chance to try to win the game and professional athletes reach deep down into their gut and find an extra level of competitiveness.

Welcome to the fourth quarter of your business. It doesn't matter if you are on target to reach your goals or not, because this is the quarter that will make or break your year. Even if there is not a chance that you can meet your goals, you still need to turn it up. Don't focus on the past, just concentrate what you need to do for your business today. Figure out the top one or two things you need to do to take your practice to the next level.

That might sound easy, but some people get stuck on knowing what areas of their practice they need to focus on. Here is the fastest way to find out:

-  Look at your numbers and graph them. What are the trends when it comes to charges, collections, patient visits, new patients, and per visit revenue? Maybe your revenue is good, but you still don't have a lot in the bank?
-  Then, look at your profit and loss statements and see where the money is going and if there are any areas of your practice you can cut back.
-  Compare these numbers to last year's and look for any extreme differences.

If your collections are down check to see if the front staff is collecting all the co-pays and deductibles, and check to see if your biller is filing your claims accurately and timely.

If you are having a great year, don't let up. Crank it up and not only win the year but destroy it. No matter what, don't ease up. Take the fourth quarter success and use it to build momentum for next year. If you are not sure where to begin or if you have any questions, just email me at peter@toppractices.com.

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 [here](#).





How Can I Get More Done with the Time I Have?

By Tina Del Buono



Most of the time people will wait to see what the day brings and then tackle things as they come up. The problem with this tactic is that it doesn't work well; in fact, it demonstrates poor self-management of one's time.

Time will continue to tick away. The only way we can manage it is to manage what we do with our time. There are many books, articles, and blogs on time management, but the fact remains that it is up to each person as to how they manage the time they have to complete the tasks they need to in order to move ahead successfully. There are a few tried and true simple strategies that can help make you manage your time better, if you willing to commit to doing them.

1. **Assess your time** – How many hours in a day do you have to complete what you need to do? Take the time to log what you do with your time. How much time do you spend on the phone? Online? Watching television? You need to know how you spend your time to find out how you can manage it better. Far too often we become wasters of our time and not producers with our time.
2. **Set your priorities** – The objective of time management is to distribute your time wisely. What needs to be done first, second, and third? Tackle difficult tasks before easy ones if possible, it makes your day more productive and you feel great when you have completed something “Big” off of your to do list. Prioritizing will increase your awareness, making it less likely for you to waste time.
3. **Make a schedule** – After you know what your priorities are each day schedule when you are going to do them. If you can schedule blocks of time to complete tasks this works the best. The important thing is to have your tasks scheduled daily, weekly, and monthly. Review your schedule each day so you know what the expectations are and also look ahead to tomorrow and the rest of the week. The more we engrain what we need to do in our mind, the more successful we will be in accomplishing our tasks.

The key point to remember is that time management is really not about having 24 hours a day, 7 days a week. Managing time is really about what I do and how I utilize every minute and hour of each day.

Mastering how to use your time to the best of your advantage in whatever area you are working will maximize your potential to be more successful and have a better work and home life. Sounds nice, but is it that easy? Here are a few key points to remember as you implement the strategies above:

- “Be flexible” this is very important, as things do not always go the way we want them to.
- Don't over book yourself as this will lead to stress.
- Establish routines for yourself in the morning and at night.
- The most important thing on your schedule is to make sure there is “me” time, so that you can regroup, relax and have a better positive mental attitude to carry out getting the things you need done.

We cannot add any more time to the 24 hours in a day, but we can learn to master ourselves in what we do with those 24 hours.

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!

One always has time enough, if one will apply it well. ~ Johann Wolfgang von Goethe

The Top Practices Marketing and Management Summit in Arlington, VA Was a Treasure Chest of Information and Inspiration!



At the Top Practices Summit, our attendees braved a hurricane that was approaching the east coast, 400 miles to the south of Arlington VA. We had no effects from that storm but watched and prayed as our friends and fellow citizens suffered from the slow-moving monster. Our thoughts and prayers are with all of those affected.

Here are some highlights:



JESSICA TAVARES
Winner of Marketer of the Century



ANDREA MACIEJEWSK
TP Marketer of the Year 2018



DR. MELISSA LOCKWOOD
Winner of Drive Award



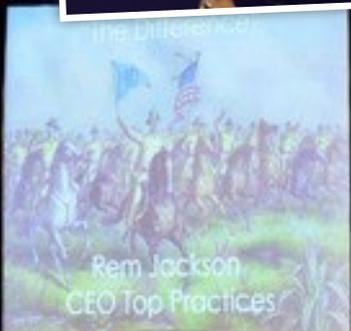
DR. KEVIN SUNSHEIN'S TEAM
Winner of the Innovator Award



DR. RION BERG
Winner of Heart Award



DR. PETER WISHNIE





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**The Fourth
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(SEE PAGE ONE)



Top Practices is delighted to announce two new courses by Dr. Peter Wishnie and Tina Del Buono.

THE SEVEN SECRETS
to Getting Your Nights and Weekends Back
from the Top Practices Virtual Practice
Management Institute

Featuring

DR. PETER WISHNIE



Working more is no longer working for today's doctors. Putting in more hours does not lead to more money and definitely does not lead to more time. As a doctor, you were never taught how to run an efficient practice.

It is time doctor to reclaim your life and learn how to make more money while having more time.

How to Take Charge of Your
Medical Practice and Run it
**SIMPLY, SMARTLY,
AND SUCCESSFULLY**

Featuring

TINA DEL BUONO



In your medical practice you need to get to the root of the problem or to the core of the change that needs to be made to begin re-construction in order to build a stronger frame for you practice to grow in.

This course has the blue prints and instructions to help you begin or redesign the practice you really desire from the foundation up.

Go to www.TopPractices.com/Courses to find out more.