



Dedicated to Your Success

You Aren't as Strong as You Think You Are

By Rem Jackson



Neither am I.

It's in our DNA, we need each other. Pure and simple we just need each other. Consider this: This morning you either made or purchased breakfast. If you begin to think through the unbelievable supply chain it took not only to produce the food, ship, it, sell it, store it, but also the plate and utensils and paper and on and on and on....it is astounding how interdependent we are. (How much work went into getting the water to you to wash your dishes – its endless.)

We need each other. Without the support of others, we aren't humans anymore – we are something else. And the VAST MAJORITY of us are pretty great humans.

I just returned from the Top Practices Summit in Las Vegas, NV where over 200 doctors and their teams worked together for 2 and a half days and it's humbling to me how engaged and involved each attendee was and how much they helped each other. I'm not even thinking about the incredible keynote address by Dr. John Guiliana, or the presentations by the whole conference presenter team.

So many of us came there a little battle-scarred. Some more than that. Most came with some really useful strategies, tactics, and ideas to share. And boy did everyone take it all in.

Napoleon Hill coined the phrase "The Mastermind." At its core, it's the concept that something greater than the sum of its parts is created when like-minded people come together to support and help each other. I can testify that it's real. And it certainly was in full display at this years Top Practices Summit.

I travel a lot and I'm frequently in the presence of others which feeds my mind and my spirit. I am always closely working with my Top Practices Mastermind members so I have the benefit of that mastermind most of the time. It's my secret weapon for success. But occasionally, I am not masterminding much and I can tell every time it happens. I just lose my MOJO. It's essential for all of us to stay positive and informed and moving forward through the interaction with other winners. Consider joining the [Top Practices Mastermind Group](#), or coming to next year's Summit (see page 4), or attending another great meeting like those held by AAPP. M.

You won't believe how much it will improve your entire outlook.

Dedicated to your success,

Rem



what's inside

2

The Top Practices Marketing and Management Summit 2016

3

A Well-Trained Staff is a Key for Practice Profits

4

Announcing the 2017 Keynote Speaker

Top Practices

12237 Lost Treasure Ave.
Las Vegas, NV 89138
717.626.2025 ph
717.625.0552 fx
answers@TopPractices.com
www.TopPractices.com



The Top Practices Marketing and Management Summit 2016

Over 200 doctors and their staff joined Rem at the Top Practice Summit at Planet Hollywood Hotel and Casino on October 7, 8, and 9. Not only was this meeting filled with information that will make your practice significantly more profitable, it was fun too!

Rem discovers the Joy of a Selfie-Stick!



Rem with Top Performer
Dr. Andrew Schneider



Rem with Keynote Speaker
Dr. John Guiliana



Rem with Jay Henderson and Tyson Franklin



Rem and Conner Hammersmith (our
Google Adwords Expert at Top Practices)



Rem with Dr. Peter Wishnie
and Tina Del Buono



Rem with CEO and Founder of
Blaine Labs, Dr. Robert Blaine



*Dr Brandt Gibson and
his Marketing Director
Camilla Gibson:
Top Practices Marketer
of the Year 2016!*

A Well-Trained Staff is a Key for Practice Profits

By Tina Del Buono



There are so many tasks for employees to learn to do their job well it can be very overwhelming. Prior to training employees a conversation needs to be held to clearly spell out what their job description is and what the expectations are once they are trained.

The practice environment plays a big part in employee training. In a positive work environment employees will feel more encouraged to learn new skills.



If the environment is negative it will inhibit the employee's training process and the trainee may become stressed. It is very difficult to learn under stress or fear of making mistakes.

Assigning a "mentor-trainer" to an employee during any type of training has proven to have positive outcomes with employees learning tasks faster. This type of training allows the employee to transition easier and connect to the new tasks being taught. A "mentor-trainer" also creates an outlet for employees to seek advice and information about their job tasks for better understanding.

Teaching an employee their job tasks in segments is also a smart training practice. Learning new skill can be difficult for a new or established employee because they can be unsure of themselves with the new task.

Many times training is done by trying to teach a person multiple tasks at one time which does not work well, as our minds can only focus and retain so much. Unrealistic expectations during training can be disastrous for all involved.

One method of training is called "See one, do one, teach one." This is pretty self-explanatory by its title. You have the employee watch a job task being done, then give them a protocol sheet and let them do it once, and finally let them teach another staff member what they just learned.

This has been found to be a very effective training process. It is also important to have the employee repeat the task several times until they are comfortable before having them move forward.

By having directions and inspections for each task you can ensure that the job is done correctly. Employees will be happier because they will know what is expected from them and management will be happier because the standard has been set and taught.

Also, by having tasks and directions written for job tasks it makes it much easier for review if something does fall through the cracks. The staff member can look at their training sheets and protocols and there it is in black and white making the job expectations easy to complete.

Training and mentoring takes time and patience, but it is worth it to have happy, successful employees who have achieved goals that have been set before them.

In order to maintain a staff of trained and well-integrated employees, it is critical to promote continuous learning throughout their careers with the practice.

Investing in employee training is the best investment that an employer can make in their business.

Tina Del Buono, PMAC is the Director of the Top Practices Virtual Practice Management Institute which enables its members to fix the 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.

"You can think your way into or out of almost any circumstance, good or bad."

– Napoleon Hill



TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

12237 Lost Treasure Ave., Las Vegas, NV 89138
717.626.2025 ph • 717.625.0552 fx
answers@TopPractices.com • www.TopPractices.com



You Aren't as
Strong as You
Think You Are

See Page 1

Top Practices Marketing and Management Summit
September 8th, 9th, and 10th, 2017 at Caesars' Palace, Las Vegas, NV

"Transforming Your Practice into a Profit Producing Machine"

Captain David Marquet,
Author of "Turn the Ship Around"

**Announcing
the 2017
Keynote
Speaker!**



Expert on leadership and organizational design, former submarine commander, Author of Amazon #1 Best Seller: *Turn the Ship Around!* and *Turn Your Ship Around*.

David Marquet imagines a work place where everyone engages and contributes their full intellectual capacity, a place where people are healthier and happier because they have more control over their work—a place where everyone is a leader.

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.

**SAVE
THE
DATE
NOW!**

**Don't miss the most innovative and profit-focused medical conference of 2017.
September 8th, 9th, and 10th, 2017– Caesars' Palace, Las Vegas, NV!**