



Dedicated to Your Success

What's Stopping You from Achieving Your Goals?

By Tina Del Buono



TINA DEL BUONO

Reaching goals takes time, perseverance and possibly many failures along the way, but we must never stop moving in the direction to reach them. Often, when setbacks or difficult obstacles arise we allow them to change our goal instead of realizing that the path to get to our goal may be different than what we expected.

There are several things that can cause us to be unsuccessful when working toward a goal, here are just a few that top the list:

- Creating vague goals, details are important.
- Having too many goals at once.
- Poor priority setting (Lack of a good plan).
- Giving up when failure or difficulty happens.

Many times we will become overwhelmed because there is so much we want to achieve but feel there is just not enough time. When this happens it is important to look at priorities, are you putting the right things first? Or are you investing more time in projects that will not take you to your goal?

Whatever the reason is, by taking a good look at the situation and evaluating what you should be doing versus what you are actually doing will give you a clearer picture of what may be getting in your way. You will be able to see where you are at, why, and what necessary changes need to be made to head you back in the direction of your goal.

Take the time to regroup and follow the steps below.

- Focus on one goal at a time and one step at a time.
- Have a detailed plan and a back-up plan (in case you get derailed).
- Have clear milestones to reach and celebrate when you do.
- Include others in your goals for support and encouragement.

“If you really want to do something, you’ll find a way. If you don’t, you’ll find an excuse.”

~Unknown

Apply the “Slight Edge” approach by making daily choices that lead you in the direction of your goals. We make choices every day and we need to make sure that those choices are ones that are taking us in the direction of our immediate goal.



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Save the Date – Top Practices Summit 2018

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Filling Your Reception Room: *Do You Have Enough New Patients Each Month?*

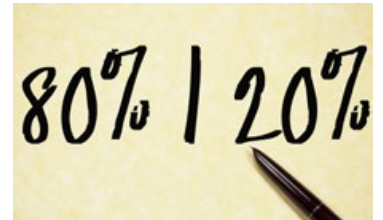
By Rem Jackson



How many new patients did you have in the last month, or even the last year? It's an important question that can provide incredible insights into the health and growth of your practice—and the effectiveness of your practice marketing.

Learning the 20-80 Principle

A healthy, growing practice has a reception room full of the kinds of patients you actually want to see. This means that, every month, you're seeing a healthy mixture of both new and returning patients. That way you're building on stable patient relationships and serving the people who already know and trust you, as well as constantly growing your patient base with new people. But how many appointments should be for new visitors, and how many should be returning?



Ideally, your new-to-returning visit numbers should follow the 20-80 principle: 20% new patients and 80% returning patients each and every month. This provides you with a solid balance between serving your current patient base and maintaining those relationships, as well as fostering healthy growth and fresh income with a steady flow of new patients.

Go back and look at your patients in the last month, then the last year. If you're not close to the 20-80 ration, that tells you a lot about the state of your practice growth. It could even be the answer to why you're not seeing the revenue you need to feel financially secure in your practice.

Fill Up Your Reception Room

Just as crucially, your new-to-returning numbers provide you with some insight into your practice marketing plan—or lack thereof. After all, your marketing is how those high-quality patients that you want filling your reception room every day are able to find you in the first place.

A well-rounded marketing plan helps you both build relationships with existing patients, so they will return to you, as well as helps brand-new patients find you. It really is crucial not just for your practice's growth, but in some cases, for your practice's survival. If you're not reaching the 20-80 principle and feeling financial pressure, it may very well be a sign that your marketing is not where you need it to be.

Implementing a comprehensive, well-rounded marketing plan that enables you to reach those 20-80 numbers and alleviate your financial woes is possible. We see it regularly at Top Practices when our members fully engage our Four Pillars approach to podiatry marketing. Struggling practices thrive and stressed, overworked doctors reclaim their nights and weekends. You can, too.



Not sure how marketing can make a difference for your practice, or wondering if the Top Practices marketing plan could work for you? Contact us today, and we'll answer your questions! Just e-mail Answers@TopPractices.com or call (717) 725-2679.

Team Member Spotlight

Dave Ryan



Most of you already know our Director of Member Services, Dave Ryan. He has recently taken on some new responsibilities. Dave is now managing Rem's schedule as well as jumping in to answer member questions. So, if you have any questions about your membership or you are thinking of becoming a member, just contact Dave at 717-625-2679 or email him at Dave@TopPractices.com. Dave is also the guy to call to talk about newsletters, books, and anything else you can think of.



Let us tell you a little more about Dave. To begin with, he is a huuuuuuuge Pittsburgh Steelers fan. He is also a devoted husband, father and grandfather, not to mention a proud papa to his three Burmese Mountain dogs – Bettis, Ben and Bell(e) – did we mention he is a Steelers fan? When Dave is not talking to Top Practices members or those soon to be members, he enjoys long rides on his Harley.



Michele Beckwith



Meet Michele Beckwith. Michele has been working with Top Practices as our customer service representative since 2014. If you've ordered a book campaign or newsletter with Top Practices, you are probably familiar with Michele. She has also taken on some new responsibilities lately. She is now responsible for maintaining all that great information that can be found in our online libraries for Mastermind and Practice Management Institute members. She has become Rem's administrative assistant and helps keep him on track.



Not surprisingly, others have noticed Michele's natural knack for administration as she also serves as secretary for a non-profit organization providing services to women and children. When she is not supporting others, she enjoys planning trips to Disney World. She just can't get enough of the joy she sees on her daughter's face! It's also been rumored that Michele is kind of a big fan of Disney too!

"The beautiful thing about learning is nobody can take it away from you."

– B.B. King



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Do you have
enough new
patients each
month?

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Save the Date! 2018



**The Top Practices Summit 2018 will be in
Washington DC on September 14, 15, and 16!**

Mark Your Calendar and Save the Date Now!