



## Dedicated to Your Success

# Have You Ever Found Yourself Wishing You Had Chosen a Different Career?

*By Rem Jackson*



If you have ever found yourself fantasizing that you had chosen a different career you are not alone. If you have had thoughts about “doing something else” you are in good company; especially if you are in your 40s.

A quick online search will give you mountains of data about the dissatisfaction of doctors with their current circumstances. The bone-crunching (and to my mind often just dumb) regulatory burden tops the list of reasons most cited for this dissatisfaction. And no matter what happens

no one is going to make it easier for you.

So what to do?

Should you really leave practicing podiatry to go into some other business? Is the grass on the other side truly greener? Or is it bitter?

### **You are a podiatrist and that’s a good thing.**

Here is how I see this: You have invested your life into being a podiatrist and I will bet that you still love the medicine part of your career. You are a member of an elite, highly educated, and rather small group of specialists. And you are well positioned to not only make a great living as a doctor, but you have an opportunity to enjoy the great benefits of owning your own business.

Make no mistake: millions of people would happily trade places with you if they could. Most people would love to be their own boss. Most people would love to be able to decide what they earn (you can do this, it’s not determined), most people would like to have control over their vacations and their weekly hours.

If you are thinking, “Rem you just described my problem! Don’t you get it!” then you need to reconsider. Seriously reconsider.

### **Nobody said it was going to be easy.**

Owning and operating a podiatry practice isn’t easy. Not anymore anyway. Your biggest problem is that you are a great doctor (a true professional) and you are an amateur businessperson. It’s actually that simple.

I know many excellent businesspeople that make it look easy. They all do the exact same things and they do it every day. They have LEARNED how to:

- Lead their teams
- Manage their business (through their teams)
- Market their business (through their teams)
- Enjoy the fruits of business success



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# How to Hire an Associate and Avoid Regretting It Later

*By Dr. Peter Wishnie*



Hiring an associate is probably one of the most difficult tasks an owner can undertake. As an owner, you have been the big kahuna, the boss, and the person who is in control of every situation. However, you know that you cannot always be the main act because your office will stay stagnant and you will be a slave to your practice.

So, you think you are ready to hire another doctor. This is a scary time and can be risky. However, let's take some of the risk out. First, how do you know you need an associate and can even pay him or her? This is really simple. One way you know is that you are seeing a lot of patients and you can't get them all in. You have a two to three week wait. Imagine the income you would make if you could bring these patients in immediately.

Another way to know is if your patients need a special service that you were not trained to do. You can then hire someone who is an expert in that service. You might also want more time off and have the financial reserves to hire another doctor.

Prior to hiring an associate, you should have all your systems and protocols in place and written down. This way you can easily train a new doctor. Plus, upon interviews, the prospective associate can see the office is organized and a place where he or she wants to work. In addition, your marketing team should be ready to promote this new doctor. You might not have a marketing director, but you should at least have a plan to market the new associate.

Now, what are you looking for in a new doctor? Write down the attributes that you require the new person to have. Hire someone who is positive and has a reason to work hard. Do not settle for less than you want. Hiring the wrong person can be very costly. Looking at someone's resume doesn't give you all the information you need. Try to really get to know the person. If the prospective doctor is presently living far away, have a phone interview first. Find out why they are looking to work in your area. Do they know the area? Then find time to have this person come for a live interview. They should spend some time with you in your clinic. Do they introduce themselves to the patients? Are they friendly and exudes confidence? Also, it is very important how they treat the staff. They should not ignore them. Having a great doctor but a bad team player is not what you want. There is no hierarchy in the medical practice.

The interview process continues in a social environment. If the doctor is married or has a significant other, you and your significant other should go out to dinner with them. Observe how the doctor treats the wait staff. Is the applicant comfortable in their own shoes? Can you see them as a future partner? Do they want to be a partner, or do you both just want them to be an associate?

Once you have decided on the right doctor, the next step is the contract. There is great information on owner-associate contracts on the [Top Practices](#) website. If you are a member of the Virtual Practice Management Institute, you can get even more information plus have access to our coaching consultants. Hiring the right associate does not have to be painful and actually be very beneficial.

*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)*



# The Ongoing Gifts of Great Online Reviews

*By Tom Foster, CEO Foster Web Marketing*



When people look online for a podiatrist—which they actively do—the reviews and ratings they see figure heavily into their buying decisions. **According to a 2016 survey by BrightLocal, 74% of consumers say that positive reviews make them trust a local business more<sup>1</sup>.** People are far more likely to choose a medical care provider with excellent reviews than they are to choose a practice or doctor with poor reviews. And if they don't find any reviews at all, they're likely to just move on.



Reviews can do a lot for your practice, but you must have a real review strategy in place to make success happen. You must be able to provide excellent customer service, cultivate a close working relationship with clients and patients, and prepare them from the beginning to leave a review. However, once you have your review strategy and reputation management locked down, you can start reaping the benefits.

## What Your Review Strategy Does for Your Practice

Feedback is valuable on its own, but reviews offer more than that. Great reviews also benefit your practice by increasing your:

- **Local visibility.** Focusing on your review strategy pays off with additional visibility in local searches. Google pays attention to high-quality, positive reviews, and reviews factor into your local ranking. If your review strategy is working, local searchers will see star ratings and review snippets in their results, and you may be featured in the Local Pack.
- **Persuasive momentum.** While star ratings and positive reviews can boost your local visibility, reviews are also convincing on their own. People are motivated by positive reviews in the reviewers' own words that give them a peek into what to expect if they choose you and your practice. Positive reviews build your trust and authority and, ideally, bring in more opportunities for positive client experiences.

Keep in mind that a stellar review strategy works best when it functions in harmony with your other marketing efforts. As you build and manage your reviews, there can be some short-term ups and downs. However, keeping an eye on your overall performance and adjusting your strategies to better meet your goals will pay off in the long run, as many of our clients have learned.

Reputation management is an important facet of your overall marketing plan. If you are a Top Practices member and Virtual Marketing Director Services client, Top Practices is already helping you with this part of your marketing. Foster Web Marketing works very closely with Top Practices and you can always call us at 888-886-0939.

*Tom Foster is CEO and Founder of Foster Web Marketing who works closely with Top Practices Virtual Marketing Directors. You can contact Foster Web Marketing at 888-886-0939.*

<sup>1</sup> <https://www.brightlocal.com/learn/local-consumer-review-survey>

**"Have You Ever Found Yourself Wishing You Had Chosen a Different Career?" continued from page 1.**

## I will tell you it is not easy but truly worth it.

For the past 10 years, I have been coaching podiatrists just like you to end the frustrations with private practice and live the abundant lives they invested so much into when they went through their training. It's never too late to start. In fact, now is the perfect time to turn your practice into a well-oiled profit producing machine. Join [Top Practices](#) and become one of the hundreds of podiatrists who love their career choice. Come to the [Top Practices Summit](#) in September and meet dozens and dozens of podiatrists, their staff, and their marketers and end your frustrations.

Dedicated to your success,

*Rem*



# TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

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