



Dedicated to Your Success

Happy New Year 2019!

By Rem Jackson



You heard me right. Happy New Year 2019 because it will be New Year's Eve 2018 in about 15 minutes. Or it will feel like that to most of us.

That's 52 weeks and by the time you read this it's already in the 40's and the clock just keeps running.

By now you should have well-constructed goals and plans for each quarter of 2018. Financial goals, production goals, project goals, and some personal fun goals too. Having these plans organized into weekly execution plans along with regular standing protocols and procedures is truly the only way to make sure you realize your plans. You also need to be staffed correctly so you don't work yourself to death along the way.

I asked Peter Wishnie and Tina Del Buono who lead our Virtual Practice Management Institute to write down the biggest challenge our doctors have and then share it with each other (I did it too) and we all wrote down the same thing: Staffing challenges that keep them from running smooth well-oiled practices. Achieving the goal of a well-run practice requires thought and planning. Top Practices members know they should have this planning work done for 2018 already and are now hitting the ground sprinting. The best time to do this work was last summer during our annual online Top Practices Business Development and Goal Setting Workshop. The second-best time is today. Start now because New Years' Eve is only 15 minutes away.

Top Practices is a coaching, mentoring, training, peer involved program that enables you to achieve your goal of running a profitable, healthy practice while getting home in time for dinner in the evening, spending your weekends in any way you wish, and not catching up on charts or paperwork while your family waits.

Time is both our friend and our adversary. We have the time to accomplish the things we want to accomplish if we know how (and we do at Top Practices) but it moves quickly and is often so poorly utilized it just feels like it slips away and the years come and go so quickly.

You do have to make a decision. You can't sit this one out. It's your career and no one else's. On New Year's Eve 2018 will you be able to say, "This was a great year!" or will you say, "I really need to get started."

See you at the party!

Rem



what's inside

2

Start Your Digital Marketing Off on the Right Foot in 2018

3

What is Leadership?

4

Save the Date – Top Practices Summit 2018

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Start Your Digital Marketing Off on the Right Foot in 2018

By Tom Foster



The resolutions of a fresh year get us all thinking about the little things that really matter. It's a chance to step back from the daily grind, consider your priorities, and refocus your intent for the future. In the same spirit, you can renew your digital marketing—and kick off 2018 on the right foot—by turning your attention to the little things that matter a lot online:

- **Harmony.** Marketing works best when all the parts work together toward building your practice and attracting your perfect patients. People now expect a more unified online experience from their doctors, no matter how or where they choose to interact with your practice. Your content, videos, reviews, ads, print marketing, and social media presence should work together seamlessly—with your website as the hub—to create a convenient and consistent user experience.
- **Security.** Security, privacy, and safety are serious concerns for everyone online today. Google has even started rewarding sites that use HTTPS encryption with better page rankings. To keep up with the trend, websites for medical practices should implement modern encryption and adhere to appropriate HIPAA, ACA, and ADA standards.
- **Reputation.** Your reviews are usually the first place your potential patients go to learn more about you. Building an effective review strategy pays off with more trust in your brand and better relationships for your practice. To generate better reviews in 2018, implement more effective ways to request feedback, follow up with past and current patients, and manage your reputation across the Web. If you haven't tried it yet, the reputation management tool in DSS makes review management a breeze.
- **Time.** Don't make people waste time to interact with you online. Your website, images, and videos should load quickly and work correctly. The most important information about your practice should be easy to get to. Your pages should look great on smartphones and tablets, and your website should play nice with voice-activated helpers, like the iPhone's Siri.



Tom Foster

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What is Leadership?

By Peter Wishnie



Leadership is influence: nothing more, nothing less. Increasing your influence will increase your leadership. So, why is this important to running a medical practice? It's very simple. As doctors and practice owners, we, whether we know it or not, influence many people throughout the day. You influence both your staff and patients. If you want an office that runs smoothly without a hitch, then you need to increase your ability to influence others.

Now influence is neither the same things as, nor meant to be, manipulation. Keep in mind there is both good and bad influence. Good influencers love their people. They take care of them and are great listeners. Bad influencers, on the other hand, often manipulate others and contribute to a negative atmosphere.

With influence comes responsibility. You cannot have the perk of a great and successful office without paying the price of leadership. People of positive influence add value to others. This is because they see the value people and they know and relate to what they value. So, ask yourself, "How can I make myself more valuable?" This is the responsibility part of leadership, which is taking time to spend with your staff.

What are some of the traits that positive influencers have? The first big one is integrity with people. Integrity leads to trust. A survey of 1,300 executives were asked, "What quality do you desire most in your team members?" 71% said integrity. So, in your practice, do you have good, written values, and do your office leaders practice and model them for others? Do you place the interests of other people above your own and are you accountable to others for your actions?

Leaders are good nurturers of people. Nurturing people does not mean "needing" them, but it does mean that you are committed to them. I have heard too many doctors say they can't let a person go because they "need" them. When you need a specific person more than you value the needs of your practice as a whole, your business decisions are made out of emotion—and emotions create a storm that others will back away from. Your job, again, is to positively influence those around you so they become better people, not have them be afraid to come to you. Nurturing means lifting your team to a higher level.

Leaders also have faith in people. Don't be afraid to confront them; just remember to do it from a place of love. It is wonderful when people believe in their leader. It is even more wonderful when the leader believes in their people. So, a lack of faith in your people hurts both you as the leader and the people you influence. The greatest gift a leader gives another person is to express belief in that person when that person doesn't believe in his or herself.

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.



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

– B.B. King



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What are your
New Year's
Eve plans
going to be?

See Page 2

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!**