

DEDICATED TO YOUR SUCCESS

Two In-Person Meetings You Shouldn't Miss This Year

Even during an exceptional time like we are all living in the extraordinary benefits of being together with other like-minded people, face-to-face (even masked) cannot be understated. Top Practices maintains our commitment to providing these opportunities which is why we are currently hosting two face-to-face meetings in 2020.



**THE TOP PRACTICES
PODIATRY PRACTICE BUSINESS SOLUTION
MASTERMIND SEMINAR**

In conjunction with the release of Dr. Peter Wishnie's new book "The Podiatry Practice Business Solution", Top Practices presents a one-time Mastermind Seminar in Las Vegas, Nevada on Friday, July 31st and Saturday, August 1st.

Join Rem Jackson, Dr. Peter Wishnie, and Tina Del Buono in a life-changing Mastermind Seminar in Las Vegas, Nevada on Friday, July 31st and Saturday, August 1st, 2020.

I'M IN! SIGN ME UP!

First: Dr. Peter Wishnie, Tina Del Buono, and I will be leading a small meeting (limited to 20 doctors) in downtown Las Vegas, Nevada on July 31 and August 1. We will be in a state-of-the-art meeting space which will follow all safety guidelines. Las Vegas is and will be open for business (in a limited capacity but everything will be open.) Come to [TopPractices.com](https://www.toppractices.com) to learn more about this meeting which is designed to transform your practice, so it serves you and funds your ideal lifestyle.



**THE HOME FOR PRIVATE PRACTICE
THE BULLETPROOF
PRACTICE**

OCTOBER 16, 17, 18 • GRAND HYATT • DENVER, COLORADO

Second: The Annual Top Practices Marketing and Management Summit will be held in downtown Denver, Colorado on October 16, 17, and 18. Not only will we be focused on building your practice strong and organized, we will devote significant time to teaching you how to bulletproof your practice so that when something like COVID comes again, you will be strong, prepared, and ready. Please use image and link here: <https://www.toppractices.com/summit>

Join your colleagues and their staff members in Denver and watch your practice grow.



Patients Expect You to Deliver on Time

By Tina Del Buono



We all order online now, office supplies, clothes, sporting goods and even our meals. These usually are delivered by FedEx, UPS, or the good old U.S. Postal Service. We can track our packages online and following their every move knowing the exact hour that we will receive them. But what if something happens and the package is delayed or doesn't show up?

This has become a real problem recently during the pandemic with those of us who use Amazon Prime and are used to getting our deliveries overnight, are now experiencing over half of the time they fail to deliver even when they state it will be a week!

What if we really needed it that day and now had to wait? What a disappointment! We certainly would not be happy and may be even become upset or angry at the delivery service enough to make a phone call or give a bad review. And when the package finally does arrive, if it does, are we going to be quiet and thank the delivery person? Possibly not. We might even express our dissatisfaction with the failure to deliver what we wanted, when it was expected.

This is how our patients feel when coming to our office. They have a problem, they have waited to be seen for their appointment, and are now at the office to finally get it taken care of and they have to wait some more. Then when they finally see the doctor they might receive "some" treatment, but if it does not resolve their problem. It is like the package was not delivered or if it was when they opened it was broken, the wrong size, or wrong product. They are disappointed, maybe even angry. They may even call the office and express their anger and disappointment, but most likely they will write a bad review and not return.

We all know that unresolved anger with a patient is something we do not want to have for multiple reasons. Mostly, we want to be able to fix the issue and try to alleviate the patient's problem. Let's look back on this situation, did anything really go wrong? Yes, the patient's expectations were not met and yes, there is something we can do to prevent this from happening most of the time. Start by setting the standards that you want your office to run by such as how much time it really takes to see your patients and give them value at their appointment.

It all starts with when the patient calls to schedule their appointment. How does your schedule flow? Do you know how much time each type of appointment takes? Time flow is such an important part of the practice not only with the patient flow but the practices' entire workflow.

We have dedicated modules in the [Virtual Practice Management Institute](#) that have systems and directions on how to set up your office to flow successfully not only for your patients but your entire team. Everyone will be heading in the same direction to be able to deliver what patients expect when they expect it.

Remember what Benjamin Franklin said about this "An ounce of prevention is worth a pound of cure."

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!

Your Potential Patients Know How to Skip Ads

By Tom Foster



When folks sell pay-per-click (PPC) advertising to doctors, they usually make it about “getting to Page One.” They tell you that’s all you need to unlock all the traffic and leads you’ve ever wanted, and all you have to do to get there is shell out for the most expensive keywords.

Spoiler alert: This is SO not the way PPC works in reality.

Google estimates that around 1 in 20 searches are related to health, and most medical practices in 2020 know it. The competition is stiff for those top spots, and practices can easily sink tens of thousands of dollars each year into the PPC rat race—with nothing to show for it.

PPC is misleadingly sold as a one-shot solution for lagging leads, and it’s overwhelmingly marketed as a slick replacement for all the “hard” marketing. But here’s what they don’t tell you:

Your potential patients know how to skip ads, and they won’t click just because you’re on Page One.

Look, people know how to cruise right over paid results to get to the organic results below. They know not to search for certain keywords because they’ll get nothing but sales-centric results that don’t help them with their problems right now.

Instead, people look for substantial, specific, helpful information that is focused on their needs in that moment.

That’s really tough—and expensive—to provide with PPC alone. It’s especially tough for doctors because their PPC strategies can be so limited by medical advertising rules. Plus, when you stop paying for the ads, your leads disappear!

What I’m getting at isn’t that PPC is “bad,” but it is a LOT more complicated for doctors than anyone wants to talk about. Even if you manage to craft the perfect ad and outbid all your competitors on the perfect keywords for your practice, you can still fail to bring in the leads you want.

Even worse, you could bring in a ton of traffic you DON’T want and pay out the nose for it.

Need more insight into managing PPC? Call **888.886.0939** or schedule a marketing analysis at FWAnalysis.com.

Dedicated to the TRUTH about marketing,

Tom Foster, CEO Foster Web Marketing

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(SEE PAGE ONE)



PROSPERITY & Something Greater

Don't miss Rem's new Podcast "Prosperity and Something Greater". Rem interviews prosperous people in their own right who give their insights into how all of us can achieve prosperity or something even greater. You can find this podcast wherever you get your podcasts



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