

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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It's Time to "CHIRP OR GET OFF THE TWIG"

*I would use a different phrase, but my mother reads my newsletter. **

It's Time to Recalibrate what you believe is possible for you in your personal and your professional life.

By Rem Jackson, CEO Top Practices



If you are like most people, you are pretty well bought into the idea that 2011 is going to be a tough year. The economy is sputtering along, the Chinese are plotting against us and buying

up our companies, the government is broken beyond repair, and podiatrists are just going to have to accept a more difficult environment year after year.

If you are like me, you do not care about any of this. If you are like the successful people I know and work with, you pay no attention to the really "smart" people that spout this stuff off by the hour or by the "tweet".

The reason we don't listen to it is because we fixed our thinking. We inoculated ourselves from unnecessary negativity. And guess what? 2010 was a banner year for most Top Practices. Double digit growth over 2009, more control over our business development, marketing, and practice management. We had more time with our families and had more old fashioned fun than we'd had in a long time.

All because we RECALIBRATED our thinking and changed what we believed was possible. This isn't linking arms and singing Kumbaya together. This is good solid business behaviors. It is never too late

to start, and the big question I would ask you is, "IS 2011 YOUR YEAR? Or are you going to postpone YOUR YEAR till ...when?"

The only limitations to your success are those you impose on yourself

THERE IS A SYSTEM TO SUCCEEDING AND HERE IT IS

First, you've got to know what you want. You must write down your goals and get focused like a laser beam. One of the **recalibrations** you need is "what you believe is possible." The only way to do this is to associate with other people who can show you what is possible through their own example. A few years ago, I heard a man speak at a conference and I was totally unimpressed with him. I thought he was a clown because he acted like it in my opinion. When he got to the part where he shared what he had accomplished in the last year I felt like someone had punched me in the stomach. He had accomplished so much more than I had. I didn't even know you COULD DO what he did! Until he told me. I RESOLVED then to change my goals – I quadrupled them in every category. And you know what? By the end of the year, I had exceeded those goals. Thank God for that man. I still think he's a clown. But I sat there and thought, if that clown can do all of that, why am I thinking so small?

*My three daughters read it too.

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Tips from Nicole



Meet Nicole

Many of you already know Nicole Tully. Nicole is the Director of Member Services at Top Practices. She will help you with everything from new memberships and book campaigns, to creating practice newsletters, and hiring and helping new Marketing Directors get started. More recently, Nicole has been handling a lot more! On December 3, 2010, Nicole and Greg welcomed a healthy baby boy named Ethan Gray to the family. Big sister Hannah and big brother Jordan couldn't be happier with the new addition. Both have reportedly been more than helpful in assisting in taking care of their new baby brother.

The busy family won't take any breaks this winter as Nicole is in full swing back at work with Rem and all of our members at Top Practices, not to mention getting used to taking care of a brand new baby again! Greg, who is a Physical Education and Health teacher (celebrating his 10th year in the profession) and also a

Personal Trainer, certainly has his hands full with the kids at school and at home, not to mention extracurricular activities. Hannah, in fourth grade this year, will continue violin lessons and will be gearing up for Girls on the Run in February, where she will prepare to run a 5k. Jordan, a second grader this year, will finish up with wrestling this winter, until spring baseball begins!



Nicole Tully is the Director of Member Services at Top Practices. For more information on any of Top Practices services, please contact her at 717-824-6553 or email Nicole@NicoleTully.com.

"It's Time to 'CHIRP OR GET OFF THE TWIG'" continued from page 1.

It worked. He recalibrated me and I am thankful to have been able to learn a great lesson from him.

What's your GOAL for 2011? I bet it isn't nearly as big as it could be if you could see what the Top Practices in your country are doing? You simply can't break out of your old habits by yourself. You need to be continually and constantly refocused by other winners. Otherwise you just can't "see" what is truly possible for you.

The power of association is a critical factor in every successful person's life. You truly are the average of the five people you hang out with most. I know several hundred podiatrists that now can "see" a much bigger vision of what is possible for them.

SECOND, you've got to get serious about marketing and business development. A great marketing plan must include:

- **A New Patient Attraction System.** A systematic and multi-pronged approach to attracting the kind of patients (NEW Patients) you want to see.
- **Build your list ever bigger.** Practice growth comes from Word of Mouth. Word of Mouth marketing is grown by building an ever increasing list of people who want to refer to you.
- **Convert prospects into New Patients.** At Top Practices, we FOCUS on developing relationships with our market and continually communicating to them until they convert into happy patients.
- **Build Referrals.** Referrals come from patients, of course, but they also come from hundreds of potential referring sources

that surround your office. Building those relationships and nurturing them is a critical component in building your practice.

- **Reappoint and Reactivate your active, inactive, and really inactive patients.** Having a regular program for mining the gold that exists in your list is a key to having the success you truly want.
- **Finally, you must do all of this automatically.** It becomes a procedure or protocol that happens daily and is as automated as possible.

Recalibrate yourself, your practice, and your life.

As you begin this New Year, it is a perfect time to begin to rethink what's possible. You have as much right to an exceptional life and you have as much right as anyone else to success. Running an extremely successful practice is easy if you've **recalibrated what you believe is possible.**

Dedicated to your success,

Rem

To find out more about becoming a member of Top Practices Mastermind Group visit www.TopPractices.com or contact Nicole Tully at 717-824-6553 or email Nicole@NicoleTully.com.

Running A Stress Free Practice

Part 3 – Dealing with Capacity Issues

By Dr. Peter A. Wishnie



Capacity pertains not only to office space, but also to having the right amount of staff, having enough equipment and treatment options, as well as having the proper peak demand hours.

There are a number of ways of running a practice. The two types I come across most often are the solo practitioner with a small staff and the multi-physician practice with a large staff. Multi-disciplinary is another type of practice. We will be mainly focusing on the first two.

One advantage of a solo practitioner is that there are fewer employees, which means there is a potential of fewer headaches. However, this practice is limited in income since one doctor can only produce so much. In today's times, it is difficult to be a solo doctor. Since reimbursements are declining at a huge rate, the volume must be increased in order to maintain or increase the net income of a practice.

The biggest mistake I see doctors make is that they are afraid to grow. This is normal. Increasing your space is very costly and you have to make sure you have the volume for the growth. It is difficult to take risks, but investing in your practice and yourself is definitely not a gamble. Rewards only come with taking risks, but these risks are limited by understanding your practice's numbers and analyzing your needs.

So, how do you know if you have any of the above capacity issues? Let's first look at office space. Are patients coming in for their appointments but have to wait because you don't have another treatment room available? Or, are you scheduling based on the number of treatment rooms, thus patients might have to wait a few days before coming in? Remember, nothing stays the same. When you can't get patients in, your productivity

numbers will decline. However, doctors think it is only a temporary problem and tend to ignore it. While they are ignoring the issue, the numbers can climb back up, but only temporarily. This is because you are in high demand, and you have patients waiting to come in. Eventually, the numbers will drop again because you are not spending enough time with the patient and rushing around like a chicken with its head cut off.

The constant fluctuation of your numbers is evidence that you have a capacity issue. If you don't fix it, you will constantly have problems. Look at your scheduling. Do you have peak capacity times? Times when patients want to come in but can't because the schedule is booked? This means you need to add more days that you are open during these times. Maybe you need an associate to help you out during these peak times.

Are you constantly looking around for your medical assistant, but you find her helping another patient? Then, you might need another assistant. Please do not forget to train her properly. Once you handle all these issues, and you still have statistics that go up and down, then it is time to expand your building.

You can either move to a larger location in the same neighborhood or try to expand your existing office. Maybe you have space that is not being utilized. Maybe for the time being you can convert the lounge or one of the doctor's offices into a treatment room. Moving and expansion can be very stressful, but remember, if you build it, they will come.

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Dr. Wishnie practices in Piscataway and Hillsborough, New Jersey and is the CEO of Family Foot & Ankle Specialists. He is also a practice management consultant at Top Practices and the co-author with Rem Jackson of "The Ultimate Podiatry Practice Management Survival Guide."

"Member Spotlight" continued from page 4.

TP: What is the most compelling reason someone should become a member of Top Practices?

Michele: Top Practices works!

TP: Please describe Top Practices to someone who's never heard of the company.

Michele: Top Practices helps podiatrists market their practices in a variety of ways that work in order to grow their practices, educate the community about what their practices can offer, reach their goals, and ultimately live their lives the way they've always wanted to.

The Most Important Thing You Can Do

The most successful people in every profession have one characteristic in common. They are goal driven. Truly successful, high performing people have written down their goals and they review them at least twice a month. You should write goals in the following categories: Lifetime, 3 Year, 1 Year, Quarterly. You should have goals for your Business, Personal Life, Financial, Health, and Fun. One of the greatest competitive secrets in life is that almost no one takes the time to do this. But those that do achieve more than everyone else combined. Remember: A Goal, not reduced to writing and reviewed often, is a mere wish.



First, have a definite, clear practical ideal; a goal, an objective. Second, have the necessary means to achieve your ends; wisdom, money, materials, and methods. Third, adjust all your means to that end.

– Aristotle



Member Spotlight Dr. Michele Colon on Top Practices

Dr. Michele Colon



Podiatrist Michele Colon has been a member of Top Practices for over two years and is also a member of the Top Performers group. Michele completed her two-year surgical residency in Los Angeles, graduated from Barry University, and received her Master's degree in Florida.

Michele has her podiatry practice in El Monte, CA and has been attending to the needs of her patients since 2000.

As we discussed Top Practices, Michele shared her experiences and how marketing with Top Practices has helped her achieve her goals and ultimately live the life that she desires.

TP: How did you find out about Top Practices?

Michele: I found out about Top Practices from AAPP. Once I became a member of AAPP, I read about Top Practices in the meeting schedule and then went online to the Top Practices website to find out more information.

TP: What has Rem (Top Practices) helped you with the most?

Michele: Rem has helped me the most by motivating me to follow my true passions. Once I got in touch with what that meant to me, I was able to focus, write my goals, and go for it.

TP: Where do you see the largest growth in your marketing program?

Michele: I see the largest growth in my external marketing program, including both in the community and online. Before joining Top Practices, I didn't really market my practice. I relied on referrals from happy patients and nearby physicians.

TP: What is unusual or unique about Top Practices, in comparison to other marketing programs that you have had exposure to?

Michele: The most unique things about Top Practices, compared to other marketing programs, are (1) Top Practices focuses on educating others rather than on selling our services to others, and (2) the support and help that my friends in Top Practices give me without expecting anything in return.

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