



## Dedicated to Your Success

### Overwhelmed with Your Work? There Is a Way Out

By Tina Del Buono



What do you think of when you hear the word delegation? It might be, "Oh great my manager is passing more work my way for me to do."

When I first became a manager I thought that if I delegated work to others that it would be like I was dumping work on them. That was before I really understood about working effectively as a team.

The business owner, supervisor or manager should not be the only ones in the office that delegate. When working as a team, there are times each person on the team will need to delegate work in order to make things run more efficiently to get to complete all the necessary tasks for the day. The ultimate goal of the office should be "working together to get the job done."

Delegation involves entrusting another person with a task for which the delegate remains ultimately responsible. An effective manager or team member must monitor a delegated project or task still assuming responsibility while allowing the delegate to work independently. When choosing a delegate for a task or project that you need done you need to assess whether the person you are picking is fully capable of performing the task.

There is a difference in assigning a task and delegation. When you assign a task you are asking the person to do something a certain way and then report when the task is complete. When you delegate you not only are assigning work you are giving the team member the full responsibility to carry it out. They need to come up with a plan and execute it to complete the task and desired outcome, they are allowed to own it and be creative.

Why delegate? As a physician owner, or office manager you cannot everything by yourself.

Remember Steven Covey's quote when it comes to teamwork, "None of us is a good as all of us." Trying to do everything yourself can lead to burnout, stress, and other serious medical issues.

There are times we do not delegate because we think or know that we can do the job better. That may be the case, but your time and energy could be spent on other things that would make the office run more efficiently.

Each team member has talents and skills that contribute to your team's performance. By delegating assignments you give team members the opportunity to use those skills and shine in a spotlight of their own.

*Tina Del Buono, PMAC is the Director of the Top Practices Virtual Practice Management Institute which enables its members to x the 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. It's sweeping the country by storm and it is a new kind of online training with real time access to world-class assistance from experts. Find out how it can transform your practice at Virtual Practice Management Institute today!*

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# How to Improve Your Communication Skills

*By Dr. Peter Wishnie*



One of the biggest problem people have in their lives is their lack of communication skills. Effective communication can prevent multiple problems.

The first step in communication is to get agreement. If you just come out and disagree with the patient, then you will just have an argument. Using a phrase like, "Mrs. Jones, I definitely understand why you are saying that. If I was in your shoes, I would feel the same way."

Another way to get agreement or understanding is to repeat back to the patient what they are trying to convey. By repeating back their concerns and getting agreement that that is what the problem is, the patient will now be open to listening to you.

Another important skill you need to have in order to communicate is to find a reason to like the person you are talking to. This does not mean you have to go out and socialize with that person. It means you have to have a reason to communicate with them. Don't judge people. You are a doctor and your job is to help everyone to the best of your ability. You cannot help everyone, and in those cases continue to show concern and refer them to another doctor that can help them.

This technique also works with your staff. Great communication between you and your staff and between staff members is vital for a successful practice. Most problems in life are due to poor communication. In these instances, people assume what you mean and when this happens, mistakes happen or tempers fly.

The best way to prevent mistakes is to listen with intent. Be 100 percent present during the conversation. Put away your cell phones and computers. Look at the person in the eye. Repeat back what they are saying so you both get agreement on the situation. Being present shows respect for the other person and shows you care enough to listen.

When giving an order to a staff member, try to do it in writing. Written orders are more likely to get done accurately than verbal ones. For example, when telling a medical assistant you want three certain X-ray views on Mrs. Jones' foot, it is best to have an X-ray requisition form where you can check off which views you would like and on which foot. The medical assistant is performing a lot of different tasks at that moment, and the less she has to remember, the more likely it will be done with accuracy. The assistant does not have to remember which views. All she has to do is look at the paper.

There are circumstances where written orders might not be possible. In this case, make sure the staff member repeats the order back to you and check for accuracy. The assistant should also write it down in case she cannot perform that task immediately.

One more thing. The same word might mean different things to different people. It is how we are brought up and how we used these words in the past. For example, take the word manipulate. Is it a positive word or a negative word? Some people might think it is a negative word, such as to manipulate someone or something for one's personal gain. However, it also means to handle or control a tool, mechanism or situation in a skillful manner. Both definitions are correct. The point is not to jump to any conclusions and find out what the person's intent is when speaking.

So, if you are sincerely trying to help your patients and your staff, and you do not get defensive and argue with them, you will be able to communicate with them.

Remember, the most important part of communication is listening. You have two ears and one mouth for a reason. You need to listen twice as much as you speak.

*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)*



# Why You Should Be Hosting Your Videos on YouTube

*By Tom Foster, CEO Foster Web Marketing*



Are you ready for a change for the better? We've recently made the choice to move all our video hosting to YouTube—and you might consider making the switch, too.

YouTube is a major Google property, the third most-visited site in the world, and second only to Google when it comes to search. While other methods of video hosting may have made sense in the past, it's become increasingly clear that businesses and practices of all kinds can benefit from taking advantage of the online video giant that millions of people have come to love and trust.

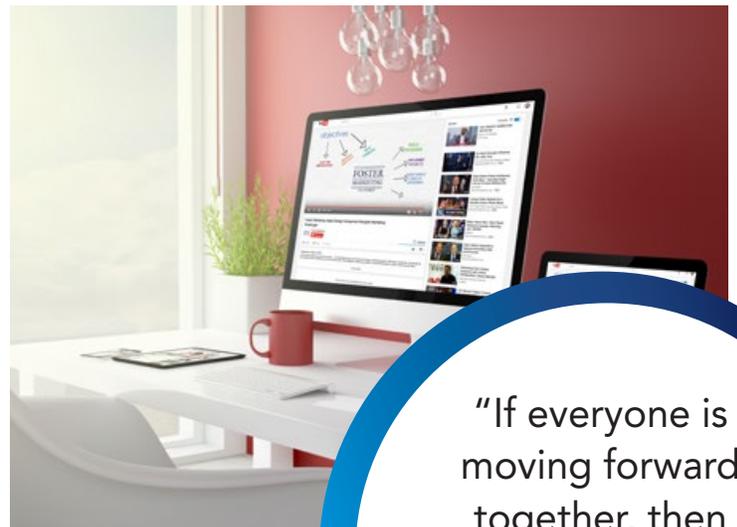
Not convinced yet? Here's what you need to know.

## How YouTube Hosting Helps You Solve Common Video Marketing Problems



Hosting your website videos on YouTube comes with a ton of benefits, and it solves a number of common problems in medical practice marketing:

- **Going viral?** No problem. Whether the number of viewers looking for your video suddenly spikes or increases slowly over time, hosting on YouTube ensures that your video will be available when viewers want to see it. This means that you can effortlessly avoid frustrating downtime when your video content is hot.
- **Feeling invisible?** Embedding YouTube videos on your website increases the ranking of those videos on YouTube. So, not only are you getting free and unlimited video hosting while driving traffic to your site, you're also increasing your visibility in video search each time you use the embed code.
- **Video hosting too confusing?** YouTube is familiar to millions of people around the world—in fact, it receives more than a billion unique visitors every month! It's easy to watch and upload videos, and it's comfortably accessible from mobile, desktop, and other devices. YouTube even gives you easy options to create a channel, customize and optimize the content you upload, and provide a great experience for your viewers.
- **Video hosting too expensive?** After putting the money into making a great video, you don't want to have to pay extra just to put it online and serve it to your potential clients. The basic functions of YouTube are free, and any extra money you put into its extended options is your choice.



"If everyone is moving forward together, then success takes care of itself."

– Henry Ford

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# TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

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Overwhelmed  
with Work?  
Guess who  
can help

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## How Many New Patients Should You See per Month

New patients are vital to your practices health, but how many should you be seeing in a month? If you are a new practice and are building the practice then the answer is as many as possible. For everyone else the answer is 20%. It turns out the 80/20 is once again the answer. Your new patient numbers should be 20% of your total patient numbers each month. This is VITAL to the growth and long-term viability of your practice. You will lose patients for a myriad of reasons (some you can control and some you can't) and you need to replace them and continue to add new patients to your practice if your financial health is going to be strong.

It's a simple calculation. If you are less than 20%, you've got work to do. (It doesn't matter where in the country you are practicing, you can achieve 20% or higher.) Marketing a medical practice is both an art and a science. It's a science because; if you actively do the right marketing you will see more patients - guaranteed. It's an art because you have to know how to do marketing right. Come to [www.TopPractices.com](http://www.TopPractices.com) to learn how we can not only teach you how to market, but do 90% of it for you quicker and less expensively than any other quality marketing company in medicine.

