

# DEDICATED TO YOUR SUCCESS

You might be missing out on the one thing that can help you truly make your practice better and more profitable.

By Rem Jackson



It's the Top Practices Mastermind Group. Hear me out, please. I'm going to share with you how this wonderful group of doctors and their clinical staff, and marketers (if they have them) learned, shared, and prospered in JUST January 2021 as Top Practices Marketing Mastermind Group Members.

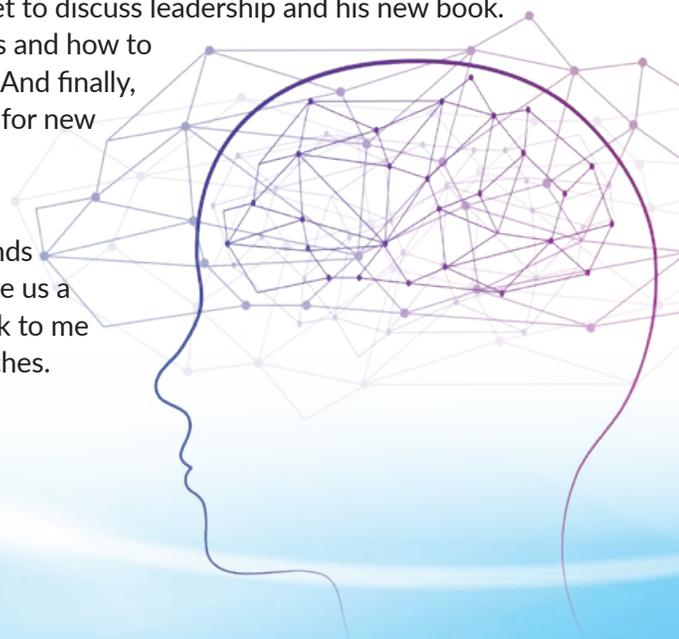
The Group meets online 3 times/month for two Mastermind Calls on practice growth and marketing, and one devoted to what we call mindset: the simple way that people think that allows them to succeed and achieve their goals and plans or continue to drift and struggle. It's that easy.

1. The group worked on our newest tool, "The Top Practices Marketing Calendar", that is an outstanding tool developed by our team in the third quarter of last year. It makes it possible to understand, organize, and then execute your marketing (every day, believe it or not, and don't let that scare you - it's awesome and it just works).
2. One of our members shared how he was able to gain national exposure for a simple article he wrote about Joe Biden breaking his foot while playing with his dog. It caused his web traffic to soar and it isn't dropping.
3. We continued our in-depth discussion of Captain David Marquet's book on leadership, "Leadership is Language", which is brilliant. If you struggle getting your staff to just do what needs to be done easily, this book and this part of Top Practices is for you. (Hint: here is the good news/bad news: The problem and the solution are you.)
4. It's the first of the year and appropriately we then turned our attention to our 2021 plans so that by the end of 2021 every single one of us can say "Mission Accomplished" meaning we accomplished the big goal for the year and built our practices in such a way that they make our profits larger and take less time and energy from us.
5. To get there we also worked on specifics for our online and offline practice marketing.

And in February we are going to be joined live by author David Marquet to discuss leadership and his new book. We have already explored the great news in the changes in E&M codes and how to appropriately use them and profit from being paid for the work we do. And finally, we will be sharing in our final call in February an extravaganza of ideas for new clinical modalities that improve your patient results and enhance your practice's bottom line.

We are just getting started in this exciting reset year. If any of this sounds like what you should be focusing on, please come to [our website](#) or give us a call at (717) 725-2679. You can also [email us](#) to arrange a time to speak to me about how Top Practices can simply solve your practice growth headaches. If not now...when?

Dedicated to your success,





# When Should You Call a Time-Out?

By Peter Wishnie, DPM Director of Physician Programming, Top Practices



Have you ever felt there were times the office was not efficient and there is a whole lot of chaos going on? Do you see that your staff is wandering around with their heads in the clouds or they just simply seemed overwhelmed or confused?

Well, when this happens, it is time for a time-out. Not the kind you give your child when they are bad and you send them to their rooms. I am talking about gathering the troops, and shout time-out.

You get them back in a huddle and say, "What is going on? It appears that no one is communicating with each other so let's fix this now, otherwise the rest of the day is going to be hell." Then you give direction and get people back doing what they usually do so well.

Now, that only works when your staff is well-trained and the office is really efficient, most of the time. However, if your staff is not fully-trained, then you are actually seeing the result of that. When this happens, you look at your schedule and close a day, and train your staff slowly and efficiently.

When training, you should have a list of everything you need them to know. It is basically their job description. Go through the list one-by-one. Make sure they are competent with each task before moving onto the next one. If you are training a medical assistant, and you are training them on how to set up for a nail procedure, make sure they are proficient in this task before moving on how to set up for a wart procedure.

I believe in the Tony Robbins' saying which is, "Repetition is the mother of all skill." In the example above, the staff member knows how to set up for a nail procedure, then learns the setup for a wart. Once they learn that, you have them show you how to set up for the nail procedure again, then the wart procedure, and now they will learn a new task, like casting for orthotics. Then repeat all three before moving on to the fourth task that they will be trained on.

This monotonous repetition is the best way for anyone to learn. For some it will be boring. In matter of fact, it is boring for the trainer. But for others, it is important, and it this kind of repetition that will make them a superstar.

Remember one thing. You will have less stress and make more money if you just take the time to help your staff become more knowledgeable and trained. Sometimes you just need to sit back and observe and realize, that once in a while, everyone needs a time-out.

*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 [here](#).*

# 3 Critical Tips for Medical Website Design in 2021

By Tom Foster, CEO Foster Web Marketing



Google is planning big changes this year that put serious focus on your website's "user experience." Things like page speed, usability, branding, local presence, social connections, content, and more will soon play a much bigger role in how your website ranks in search. And that means A LOT of doctors are scrambling right now to meet the new expectations.

Want to not only survive Google's planned algorithm updates, but thrive? Check out these three design tips that will get you in shape before Google wrecks you.

## 1. Bolster Up Your Backend

Design is about much more than making your website "pretty." It also has a big impact on how your website really works. The code behind your website design is what puts the limits on the types of privacy and security measures you can use, how fast your pages can load, and how people can interact with your website.

And, with Google's new emphasis on speed, most websites will need a redesign or code upgrade to get up to the most current standards.

## 2. Make Your Branding and Human Connections Shine

In 2021, it's going to be even MORE important for your website to show that you are local, human, real, and ready to help. Your branding needs to be consistent on every page of your website. Your website design should feature social badges, share links, reviews, testimonials, and other humanizing connections. And it's definitely time to master your local SEO strategy!

## 3. Shoot for Flawless Content and Navigation

Google rewards websites that humans love to use. And not just any humans—Google wants you to nail the experience for YOUR perfect patients. That's why Google's changes put so much weight on both "user experience" and truly exceptional, truly relevant content that fulfills users' needs.

If your design features your best content and makes it easy to get around, your users are happier—and Google notices.

Have a better idea of what Google has planned for 2021? Use that to your advantage while there's still time. Visit [FWMdoctordesign.com](https://www.fwm.doctordesign.com), and let's talk about how you can get up to speed.

Dedicated to the TRUTH about marketing,

A handwritten signature in black ink, appearing to be 'Tom Foster'.

Tom Foster, CEO Foster Web Marketing

Tom Foster is CEO and Founder of Foster Web Marketing.  
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# TOP PRACTICES

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You might be  
missing out on  
the one thing that  
can help you truly  
make your practice  
better and more  
profitable

(SEE PAGE ONE)



## Dr. Tim Dailey: “Growth Beyond What I Imagined”

### *How Long Have You Been a Top Practices Member?*

I've been a member for three years ever since I went out on into private practice myself.

### *Has Being a Top Practices Member Helped Your Practice?*

It helped me kind of establish some of those protocols and really helped me with the marketing and getting together with like-minded individuals. I made some great friends here. I attended my first meeting and really didn't know I was going to become part of a mastermind group that has really helped my practice excel and grow beyond what I imagined.

### *Would You Recommend Top Practices?*

Oh, absolutely. These are like-minded individuals that want to see you succeed. So, they'll share everything that they've done to help them succeed as well as some of the things that they've done that didn't quite work out that can help you so you don't make the same mistakes.

*Timothy Dailey, DPM – Freeland, Michigan*