

DEDICATED TO YOUR SUCCESS

Bigger isn't Better. Bigger is Bigger.
Better is Better.

– By Rem Jackson



If you're not growing, you're either treading water or going backwards...right? Isn't that what "they" say?

I mean, sort of...

I agree with the sentiment and I do think you need to be growing, but I also think this is generally, if not always, read as growing your revenue. More money on your top line. Right?

And I'm all for more money. Money is freedom to do whatever you want to do with no one else's agreement or blessing. It's all you. But getting bigger so your top line revenues can grow is actually quite complicated and very nuanced. In other words, bigger isn't necessarily better.

How do most doctors think they can grow their practice to make it better. The big two are:

1. Add associates, and
2. Add offices

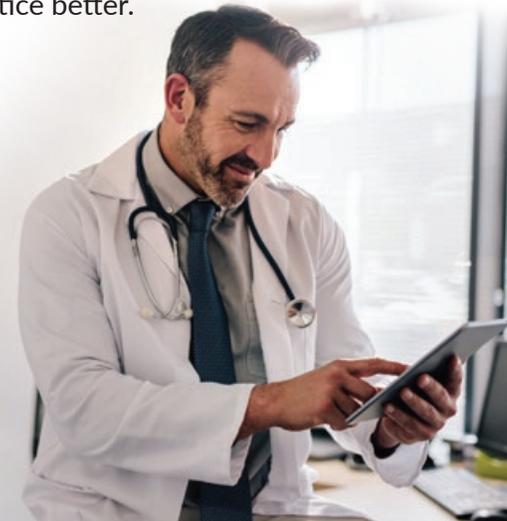
The assumption is that more doctors and more satellite offices will equate to significantly bigger topline revenues. Sometimes that is true. And sometimes (much more commonly) something very different happens. Associates have their own visions, goals, dreams, and opinions that may well not be congruent with yours. Often there are generational differences as well that make the distance between you even greater. Instead of giving you more time out of the office and increasing your income an associate doctor relationship can become very frustrating and disappointing for both of you. Satellite offices increase your costs and your time out of your existing office, and unless you truly are 100% out of space at your existing office, they can simply make you much less efficient. Even if you are 100% out of space, considering a new office with more treatment rooms is almost always the correct way to go. Bigger isn't better with associates and offices. Bigger is just bigger.

Better is better. I love helping doctors find their optimal size, maximizing the return from that office (or offices), getting their family time back, decreasing their business stress, and making their practice better. It's what we do at Top Practices. It's our core mission and we can help you.

Should you always be growing. Yes! But you should have goals and plans that make you better not just bigger. And yes, it might just be bigger.

Set up a discussion with me by emailing me at Rem@TopPractices.com. I love talking to podiatrists to see if we can help you get better.

Rem





3 Reasons Why You Struggle to Get Patients Through Your Website

By Tom Foster, CEO Foster Web Marketing



Are you frustrated with your website? There are lots of reasons why it might not be driving the leads and patients you want. It doesn't matter how new it is, how shiny, or how much strategy you've put into it. If small problems fly under the radar, or if you're focused on the wrong things, your website is destined to fail.

But here's the great thing about websites: they can change. They're flexible! And they're meant to grow with you, even if you didn't get it *exactly* right the first time around.

So, for some insight into how to get back on track, let's take a look at the 3 biggest reasons we see websites fall short of their goals.

1. Technical Hiccups Ruin the User Experience

If your website has any of the following issues, it's driving off potential patients and likely ruining your Google rankings:

- Pages take forever to load correctly.
- Design elements get in the way.
- Links don't go anywhere.
- It won't work on a phone or tablet.
- It doesn't meet security and privacy standards.
- Buttons and menus are broken.
- Contact forms don't work as intended.

2. Your Message Doesn't Resonate With Your Perfect Patients

High-quality, highly relevant content is what drives your perfect patients from your website to your doorstep. If your content is thin, irrelevant, under-optimized, over-optimized, confusing, or full of grammar mistakes, it doesn't help anyone. At best, you look like you don't care. At worst, you look like you're purposefully trying to be manipulative.

3. Your Website Isn't Focused on Conversion

This is honestly the problem that's at the root of so many under-performing websites. Your website has to help people get from point A ("I need answers!") to point B ("I need this podiatrist!"). It has to be focused on conversion. From top to bottom, it should create a logical path for your visitors that ends in the right kind of "ask."

Not sure what's wrong with your website? Want to make a change with award-winning experts by your side? Request a website design consultation at FWMdesign.com or by calling **888.886.0939**.

Tom Foster, CEO Foster Web Marketing

Tom Foster is CEO and Founder of Foster Web Marketing. You can contact Foster Web Marketing at 888-886-0939.

Shhh...Requesting Quiet

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



You have heard numerous times that you must work hard to make it. Many of us believe that we need to see patient after patient to pay your bills, and hopefully have a few dollars left over to have some fun.

I must tell you that this is not totally accurate. Yes, you must work hard, but not necessarily long, and not necessarily by increasing your total patient volume. Here is the real key to success. Stillness.

Ryan Holiday wrote a great book called, "Stillness is the Key." The key to what you might say is the key to success. Holiday is also the author of the #1 bestselling book, "The Obstacle is the Way." In your practice, and in life, you will come across many obstacles. Obstacles are necessary because it allows for growth. With obstacles, you can figure out better ways to do something. Ways that are more efficient that help you and your team.

To figure out solutions to obstacles, you need stillness. Making time to sit in your favorite chair to think, meditate, plan, and organize your thoughts and actions will clear your mind and enhance your creativity.

Being creative can happen anywhere and anytime but it only happens when you feel relaxed and make time for it. For example, have you ever thought of a great idea in the shower, on the toilet, or when you are just relaxing in bed? Make time every day to sit down just for ten minutes and journal your thoughts. Write down what happened today. What went right, and what needs improvement. How can you improve in that area? Write it down. Figure out when you will put these tasks in place and who can assist you or simply just delegate it to.

In addition, use the time to write down what you did today to get closer to your goals. If nothing, don't fret, just review your goals, and write down what is the one thing you need to do tomorrow to get closer to achieving them.

In journaling, you are emptying your mind. You are dumping your troubles and problems on paper. Anne Frank discovered this when she and her family were hiding from the Nazis and living in a small attic in Amsterdam. She said, "Paper has more patience than people."

Journaling lets you reflect and helps slow the mind down. If you are feeling anxious, just sit and write. Don't think. Just write. You will get everything off your chest and upon reflection you will see that things are not that bad, and you will feel a new sense of calm. There are studies that show that people who journal after traumatic events recover faster and move on with their day to day easier. This form of brain-dumping just simply allows you to leave your luggage on the carousel instead of taking it with you.

If you are like me, and continually strive for excellence and thinking of ways to grow and improve your practice, you will eventually become stressed when things just simply don't go the way you want. We can sit here and philosophize how these moments mean you care and just want the best for your patients, your team, and yourself, but it is these stressful moments that can lead to anxiety and just simply having an I don't care anymore attitude.

Now, I know you do care, and eventually you will figure out how to handle these situations, but these answers will come to you when you are most relaxed. No matter how busy you are, plan for this quiet time. Time to just think and journal.

This requires self-discipline and reviewing your goals every morning and every night. Then you need to plan your week every Sunday and review your schedule daily, preferably before you go to bed. List your top three priorities for the next day and accomplish them before you handle anything else. These priorities do not have to be complicated. It can be simple as, call my new patients to see if they have any questions, or just compliment the staff for doing a great job. These three priorities are tasks that will get you closer to your goals.

During the day, make of a list of things that might have taken you off course, and then look at them at night during your reflection time. After a full day of seeing patients, go home, be 100% present with your family, get the kids ready for the next day, put them to bed and give yourself a few minutes of quiet time to reflect. You will feel unstoppable.

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](#).





TOP PRACTICES

THE HOME FOR PRIVATE PRACTICE

12237 Lost Treasure Ave. • Las Vegas, NV 89138

717.626.2025 ph • 717.625.0552 fx

answers@TopPractices.com • TopPractices.com



**Bigger
isn't Better.
Bigger is Bigger.
Better is Better.**
(SEE PAGE ONE)



The 17th Top Practices Marketing and Management Summit

SAVE THE DATE



SEPTEMBER 8-10, 2023 • CROWNE PLAZA CHICAGO O'HARE IN ROSEMONT, ILLINOIS

The Business of Private Practice in Podiatry is Changing...for the Better.