

# DEDICATED TO YOUR SUCCESS

## Managing Your Practice Should be Enjoyable — Believe It or Not! 😊

It's true! Being in business is hard. Really hard! But if you manage your practice well, being in business can be VERY rewarding and enjoyable. You must have the skills and tools to manage:

### Yourself and Your Staff

There is simply no other way to make an outstanding living and have a life.

Top Practices is delighted to announce two new courses by Dr. Peter Wishnie and Tina Del Buono.

### **THE SEVEN SECRETS** to Getting Your Nights and Weekends Back from the Top Practices Virtual Practice Management Institute

Featuring

DR. PETER WISHNIE



Working more is no longer working for today's doctors. Putting in more hours does not lead to more money and definitely does not lead to more time. As a doctor, you were never taught how to run an efficient practice.

It is time doctor to reclaim your life and learn how to make more money while having more time.

### How to Take Charge of Your Medical Practice and Run it **SIMPLY, SMARTLY, AND SUCCESSFULLY**

Featuring

TINA DEL BUONO



In your medical practice you need to get to the root of the problem or to the core of the change that needs to be made to begin re-construction in order to build a stronger frame for you practice to grow in.

This course has the blue prints and instructions to help you begin or redesign the practice you really desire from the foundation up.

Find out more about these video-based, self-paced courses at [www.TopPractices.com/Courses](http://www.TopPractices.com/Courses)

They have a 100% Money Back Guarantee. They will give you the skills and the tools you need to manage:  
Yourself (as a leader) and Your Staff.



# Serve Heaping Helpings of Fresh Content for a Healthy Website

By Tom Foster



Fresh fruits and vegetables help maintain a healthy body, and fresh content helps maintain a healthy website. While adding new content to your website won't necessarily rocket you to page one overnight, it is the fuel that can get you there over time.

## How to Find the Right Frequency for New Website Content

The "right" number of content pieces per month is different for every medical practice. While you don't want to wait so long between updates that your audience forgets who you are, you also don't want to overwhelm them.

Here are our tips for finding an effective balance:

- **Evergreen content stands the test of time.** The quality of your content will always be more important than how frequently you update. If you focus on in-depth, "evergreen" content that doesn't lose its relevance to your perfect patients over time, then you can worry less about quantity.
- **Page updates add "freshness."** Search engines recognize page edits, updates, and user comments as a sign that you're alive, so improving old content will still add "freshness" to your website in the eyes of ranking algorithms. As a bonus, improving old content improves the user experience on your website.
- **Regular updates keep your perfect clients engaged.** Frequent content updates help keep you top of mind, and regularly adding new pieces gives you tons of fresh content to promote through social media, email campaigns, and more.
- **Start with a simple digital content schedule.** Plan a content schedule that you and your marketing partners can comfortably maintain and work up (or down) from there. You can always adjust the frequency of your content as you test and measure its performance.

There is no single answer about the content frequency that will work for every medical practice, but that doesn't mean you can't find a schedule that will fit your needs. If you need help, contact us at 888.886.0939 or visit [FWManalysis.com](http://FWManalysis.com).

Dedicated to the TRUTH about marketing,

Tom Foster, CEO Foster Web Marketing

# Making Employees Happy at Work

By Tina Del Buono



People being happy while they are at work play a big part in shaping the workplace environment. As the physician business owner are you the one that is responsible for making your employees happy? Probably most people would say yes.

As a business owner you are responsible for several things when it comes to your employees. First and foremost, you are responsible for providing a healthy work environment for them. There are three key ingredients that are necessary to make a healthy workplace.

**Safe environment:** Providing an environment that is clean, safe from hazards, one with proper working equipment for employees to do their jobs without causing injury to themselves. It also means a work environment that is run without causing fear to the employees, where employees are not abused verbally, emotionally or physically. A workplace where employees feel it is safe for them in all aspects.

**Ethical Management:** Having management staff that understand and exhibits good leadership standards with ethics and integrity. Management personal must be trained to deal with personality issues, generational differences and have good communication skills. Business owners and their management staff are required to have the knowledge of state laws and regulations in order to deal with personnel issues correctly as they arise, to protect their business from legal issues. Ethical standards must be high and everyone accountable to keep them.

**Training:** Not only does the management staff need to have proper training, but so do all staff members in order for them to perform their job duties to the satisfaction of the physician. They also must have the training to understand what their legal boundaries are in the medical practice so they do not cause legal issues. By providing initial training and then continuing education to your staff members you are investing in their growth in the knowledge of what your business is about. People feel valued when their employer takes an interest in them and feel that they are worth investing in.

Now that we know what it takes to provide a healthy work environment, what about the question of making the employees happy? You and your management staff set the overall tone of your work environment, but do you have to make them happy? The answer is No. Happiness is a personal choice and each person makes the choice to be happy or not.

Although, it is easier to be happy at work when the day is going great and everyone is getting along and having a good time, but that is not always going to happen. As Authors Stephen Lundin, Ph.D., Harry Paul and John Christensen state in their book "Fish" *"We each have to accept that we choose the attitude we bring to work with us each day. We can choose to bring our best self to work and to love the work we do - it is our choice".*

As a business owner you are responsible for providing a great place for your employees to work in, but making them happy is their responsibility.

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!







# TOP PRACTICES

ACHIEVING PROFESSIONAL GROWTH

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(SEE PAGE TWO)



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