

TOP PRACTICES

DEDICATED TO YOUR SUCCESS

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Are Solo or Small Practices in Danger of Extinction?

(Part 2)

By Dr. Peter Wishnie



In the August newsletter, Rem discussed why small practices will succeed in the future. He said that if practices are very, very efficient, you cannot only survive, you

can thrive. And he said, if you manage your practice by understanding the numbers and working with your staff to improve your processes, your practice can generate significant income.

This is definitely the formula for success. The good news is that it is much easier to be efficient if you are smaller. Practices that are being bought out by big hospitals will not be as efficient as yours. I can guarantee that. In fact, hospital run practices will be extremely chaotic. They will be ignored. My brother-in-law, Dr. Jeffrey Young, a physiatrist that worked for Northwestern University Medical Center and the Hospital for Special Surgery says, "I left the big institutions because they were so inefficient. They do not provide any incentives for employees to do a great job. Everyone is looking at their watches to see how much longer they have before it is quitting time. They would hire employees to work

in my department that did not have the skills to do their job and were not motivated. This is why small practices that are taken over by hospitals will fail." And this is why the trend will not continue, but will actually begin to move back towards small.

Our Future is Bright

So, there is a great opportunity for all small practices to thrive in the future. Let's repeat the formula.

- 1) Have your systems and protocols written and reviewed.
- 2) Employ top notch staff that is trained and retrained.
- 3) Manage your practice by the numbers.

This is a very simple formula. Systems and protocols allow staff to know what is expected of them. It also prevents miscommunication between staff. We all work in hospitals and constantly see the disorganization that occurs on a daily basis. This is because systems are not put



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in place or not followed. When you implement systems and protocols, staff will know what to do in almost every situation.

The key is to write down every possible situation that comes across your desk and office. If your staff constantly harangues you over little things on a daily basis and you want it to stop, yelling at your staff will not help. They are coming to you because they do not know how you want the situation handled. This gives you the opportunity to write down a complete scenario on how to handle this particular situation. Then go over this with your staff. You will free up a lot of time by doing this exercise.

Top Notch Staff that is Trained and Retrained.

You can't live with them and you can't live without them. However, you really need top notch quality staff. Treat your staff like you would treat your patients. Learn to become a better leader, instead of a boss. Read leadership books. John Maxwell has written many books on leadership.

Once you get quality staff, you need to train them. Don't assume they know their job. Train them properly. Then, retrain them every month, because they will forget things, or tend to do things their way, which might not be the better way.

Manage Your Practice by the Numbers.

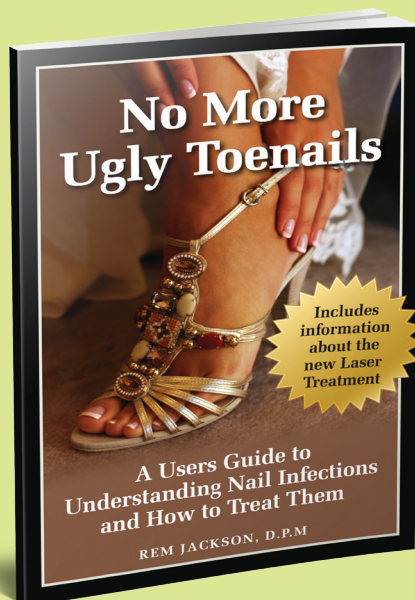
Stop micromanaging. Nobody wants someone to look over his or her shoulders. They want to know you trust them. The best way to avoid micromanaging is to review your numbers regularly. This way, you can see what is needed to be done to improve your practice. Staff members should keep their own statistics. This way, they can monitor their own progress. At your weekly meeting, have them report their numbers with you. You will now be able to make a weekly plan on what is needed just by looking at and analyzing your key numbers. Your role, as the office leader, is to delegate tasks, train them on how to achieve results and be successful, and analyze your numbers to see if you are actually getting these results. If you are interested on learning how to analyze your numbers in order to maximize your revenue, you can take our Top Practices courses. Go to www.TopPractices.com and click the Practice Management Link.

Dedicated to your Success,

Peter Wishnie, DPM

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You Can't Market ~~Lasers~~



You can't market lasers. Period. Nobody wants them. You can't even market Fungal Nails because nobody knows that onychomycosis is caused by fungus. Now, before you start to send emails to Rem saying that people are calling your office to ask about lasers and nail fungus, he will concede that some people do know about this, just not the VAST majority.

Always remember, you have to “enter the conversation already going on in the minds of the people you want to attract.” And that conversation goes like this: “I hate my ugly toenails. I'm embarrassed and disgusted.” And that is what is called Marketing Gold – a problem that is driving someone crazy that we can fix.

The only thing you can market is No More Ugly Toenails. Focus on that and your laser will need to be packed in ice because it is so hot from overuse. Our Top Practices members are using this book to take their “laser” marketing to a higher level. It is exclusively available to Top Practices members.

The Devil Is in the Details: Your “Good” Deeds Could Lead to Your Site’s Demise

by Tom Foster



Tom Foster, CEO
Foster Web Marketing

Most marketing mistakes that we see at Foster Web Marketing have one thing in common – the doctors making the errors believe that they are using valid, effective marketing techniques. In most cases, though, they are using a technique that is outdated or they are doing too much of a good thing.

Research and enthusiasm are two great things when it comes to promoting your practice, but they can also get you into trouble, both online and offline. Based on our audits of hundreds of websites, we reveal the top three mistakes that we see time and time again:

- **Are you over-optimizing your top landing pages?** Doctors are overachievers, so it’s no surprise that many of our clients are taking a good marketing tactic—optimization—and making it into a bad thing through overkill.

If you are squeezing two keywords into every sentence on your website or listing the name of every single town in your area on your home page, you could be hurting your SEO, not helping it. Not to mention that over-opti-

mized pages don’t read naturally, and potential clients recognize what you are doing right away.

- **Are you addicted to bad linking?** Again, linking is a great way to help your search engine rankings, but it can harm your efforts if you are doing too much of it—or if you are doing it the wrong way.

Too many internal links look like spam and annoy readers. Think of links as a strong spice – you don’t want to use too much or too little, and using the best quality makes a palpable difference. Knowing how to link is also important, as we also see many doctors who don’t know how to properly contextualize their links. Make sure your anchor text is related to the content you are linking to, and please don’t hyperlink the words “click here.”

- **Do you still think your external blog is a good thing?** If you have an external blog that you fill with links to your homepage, you are scratching your own back, right? Sadly, this is stale online marketing advice that has lots of doctors exerting a lot of effort for what could be a negative payoff.

Having an internal blog is still a great idea, but an external blog creates a huge number of unnatural back links to your main website. Search engine spiders see these back links and punish these old tricks quickly and harshly.

The only constant in marketing is change—and that is even truer for online marketing. Assuming that your years-old marketing trick is still the best idea for the post-penguin era is dangerous; assuming that multiplying that strategy by ten is ten times as good can be destructive.

“You must get busy doing something about going the extra mile.”

– Napoleon Hill





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PART TWO



See page one.



What Are You Missing?

Here are only a few things you've missed if you aren't a member of the Top Practices Marketing Mastermind Group in the last six weeks alone:

- ✓ A **fantastic (free) system** to enable you to generate a large amount of marketing copy for all of your online and offline marketing, all by knowing what people are searching for when they come to your website.
- ✓ If you are having problem with your staff being "on the same page as you," one practice shared how they are **motivating and inspiring their staff** to all pull together.
- ✓ How to know what you should be focusing on to **get the results** you are looking to achieve.
- ✓ How one podiatry practice got a nationally known radio host to **call their office** on their show.

This is only a small number of the things that happen every month in the most valuable, profit producing, and positive program available to podiatrists.

Come to www.TopPractices.com to find out more.