

DEDICATED TO YOUR SUCCESS

The Most Important Asset in Your Practice, Other Than Yourself and Your Well-Trained Staff is Your List



The three most important words in marketing are “Nurture, Nurture, Nurture”. People are busy, and they are distracted. They only have enough time to focus on their own worries and concerns. They aren’t interested in you or where you went to school. Quick question: Where did your dentist go to school? How much extra training do they have? What are their clinical qualifications? Do they write for their profession? Are they lecturers? You probably don’t know the answer to any of these questions, right? And you don’t actually care. You probably go to them because the hygienist is gentle with you and the doctor seems fine enough. The bar is really low here. Literally we figure if they aren’t in Jail, they must be ok.

Guess what, nobody cares about you either. Your mother doesn’t care as much as she used to and your dog would start biting you if you stopped feeding her. Just as you don’t care about your dentist’s qualifications, nobody cares about yours.

Sorry.

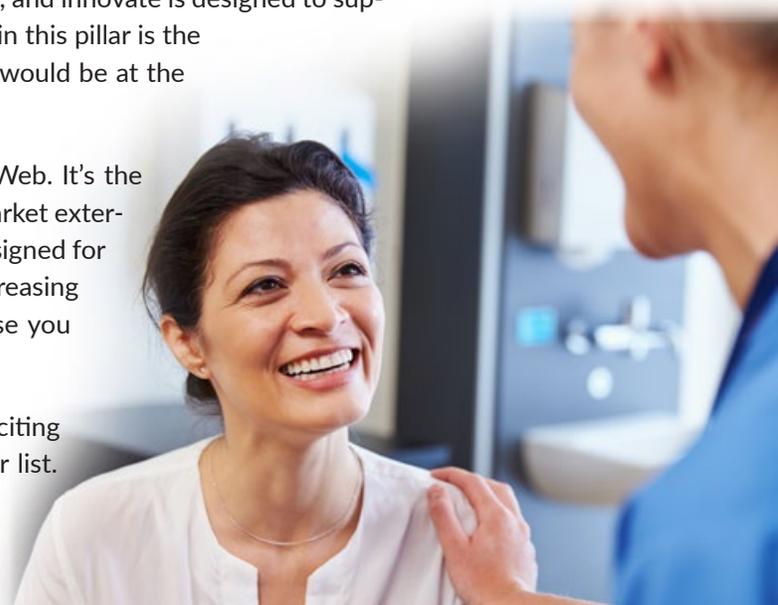
Now we can get people’s attention by focusing on what they are worried about. Things like, “I woke up this morning, stepped out of bed, and had sharp stabbing pains in my heels! What’s with that?!” Or, “My father’s wound on his lower leg is getting worse. Why can’t we get it healed?!” But even when we get their attention, it’s often fleeting. That is why we make offers of information they can request so we can send them this useful information and place them into our marketing database so we can continue to speak to them, and convince them to come see us to be helped. Nurture, Nurture, Nurture that relationship. Which brings us to your database.

The number one asset you have in your practice, other than yourself and your well-trained staff is your list of people who know you, like you, and trust you. This list is one of the most important pieces of your marketing efforts because everything you do, absolutely everything you talk about, work on, think of, implement, and innovate is designed to support this marketing pillar. Understanding and then executing well in this pillar is the key. There is no “silver bullet” in marketing, but if there was, this would be at the top of the list of potentials.

Building and using this list is the reason that we market on the Web. It’s the reason that we market through referrals. It’s the reason that we market externally. The foundations that we’ve built, the tools we use, are all designed for one purpose and one purpose only – to help you build an ever-increasing list of people who know you, who like you and trust you because you help them sleep easier at night.

Next month this newsletter will be devoted solely to sharing an exciting and completely new marketing strategy designed to explode your list.

Stay tuned!





Creating a Review-Receptive Environment

In the realm of receiving reviews, it may feel like the patient holds all the power. You do your job, and how they feel about it determines what they say in their review—if they leave one at all.

This line of thinking is not only untrue, it can make patients even less likely to leave you some public praise!

The atmosphere you create within your practice can be more influential than you think. This counts before, during, and after an appointment!

People tend to pick up on the “vibes” given off by others, especially when you’re offering a service. If you and your staff are steadily mindful of [ways to craft a positive experience](#), that effort gets recognized. It might only be on a subconscious level at times, but it’s there—just as more negative experiences and reactions are registered, too!

A high-quality, personable experience will make many patients more receptive toward leaving you a positive review, but a gentle push is often still needed to have them actually do so.

[Encouragement to leave a review](#) is not a sin. People will not think you only treated them well for a star rating. You want your patients to share their experiences, so others can see the level of attention and care they just received.

Procrastination is a killer on reviews, however. The sooner you provide the encouragement and opportunity to leave a review, the better. Have you heard of our “Customer Voice” tool? It provides email and text links to your review sites before a patient even reaches their car!

VMD Services has the strategies to get your local listings humming with reviews while you continue to provide great experiences for your patients. Call us at (833) 823-3335 to start the conversation on how your online reviews—and overall digital marketing—can work better for you.

“When your desires are strong enough, you will appear to possess superhuman powers to achieve.”

~ Napoleon Hill

What Is Preventing You from Going to the Next Level?

By Peter Wishnie



You are running a great practice, but it doesn't seem like you are growing fast enough. Your practice might be increasing 3-5% every year, which means you are just barely covering the cost of living increase. You dream of making more money so you can have money saved away for your retirement, or just to have more fun in your life.

So, what is holding you back? The answer is fear. You know what to do to make your practice grow, but you are just not willing to take a risk.

What do I mean about risk? For example, you know that if you hire another medical assistant, you might be able to see more patients, or you would be able to provide other treatments to your patients on that visit, like dispensing a night splint or performing an ultrasound guided injection. However, you need to take a risk. The risk being there is an increase chance of an audit if you dispense DME, or there is the cost of additional staff and equipment.

A lot of people will tend to focus on the possibility of failure instead of the possibility of success. We say things like "that won't work for me, or what happens if I buy a piece of equipment and don't use it, or our patients won't pay for it? People in my area can't afford to pay out of pocket for that treatment." How about if we changed our thinking to, "if I get this laser, my cash flow problems will go away. I will have less stress and I can help more people."

In her book, "Daring Greatly," Brene Brown talks about vulnerability. We hate to be vulnerable, to be uncertain and not knowing the outcome. Life would be so easy if we knew what works and what doesn't. We don't want to be hurt financially. If everyone thought that way, we wouldn't have the life we live in today. Edison wouldn't have invented the light bulb, we wouldn't be flying across oceans, and we wouldn't have a pocket full of thousands of songs. All of these great life changing inventions occurred because people took risks.

In Theodore Roosevelt's great speech, "Citizenship in a Republic," he said,

"there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly..."

In order to get to the next level, financially, physically, and emotionally, we need to take risks, be vulnerable, and be all in.

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](#).





The Most
Important Asset
in Your Practice...
(SEE PAGE ONE)



Rem,

Some of us, I mean me, are sometimes slow to get it, too stubborn to get it, or just plain stuck in our ways to get it, but I'm here to tell you....I GOT IT.

Thank you for continuously showing me the way until I got it.

So, what did I get.

You always say, "work your list". I never did get it until now. Since you encouraged me to use the Virtual Marketing Director program I got it in a big way. Since they have been working my list, **I have many patients coming back to my office requesting information on our new procedures.** Most of these patients have signed up for the treatment and the others are planning to do it.



I truly never realized the power of working the list until now. The list is working for me to attract the right kind of patients I'm looking for on my schedule.

Thank you once again.

Dr. Kevin Molan, Charlotte, NC