

DEDICATED TO YOUR SUCCESS

There Are a Thousand Ways to Lose Money: Here Are Two of the Biggest

By Rem Jackson



#1: Misunderstand How Vitally Important Marketing Your Practice is to Your Financial Health

Most of us do not prioritize marketing our businesses and here is why:

- Our “regular jobs” DEMAND our time and take as much of it as they can
- We aren’t sure what to do and so we just let it slip. We will “get around to it”

If you are feeling like you need to do a better job of marketing your practice but never seem to do much AND you would like better patients and more of them, then you need help. It actually doesn’t take much. A simple plan that continues to be executed will do the job. It’s just that age old problem of actually getting started.

There are answers and Top Practices has those answers. We are one of the best if not the best marketing consultancy for podiatrists in existence. If you want to discuss it with me and get some great ideas while we talk, just email Dave Ryan at Dave@TopPractices.com and he’ll arrange it. You can call him at 717.725.2679 as well. Really, what do you have to lose?

#2: Letting Money Run Down the Drain at Your Practice. And we all are guilty of this sin.

Efficiently managing and running your practice is NOT EASY! In fact, this is the second biggest hurdle every business faces (the first is great marketing). You can’t figure this out on your own. And again — THERE ARE ANSWERS. And Top Practices has those answers. Contact Dave Ryan to arrange a complimentary consult with Dr. Peter Wishnie or Tina Del Buono, our practice management experts and coaches. They have solved really difficult problems for dozens and dozens of practices. Why not talk to them about your big challenge?

They can help you plug the leaks that the money is running right out of in your practice. You can reach Dr. Wishnie at Peter@TopPractices.com and Tina Del Buono at Tin@TopPractices.com.

There ARE a thousand ways to lose money in business, but with a sharp focus on these two you can plug 98% of your holes.

Dedicated to your success,



Increasing Creativity to Solve Problems

By Peter Wishnie, DPM



Some people are more creative than others but people who are not as creative can develop this skill. In the classic by Napoleon Hill, "Think and Grow Rich", Hill discusses the creative mind and stated that all great leaders became great because they developed the faculty of creative imagination.

Hill continues to state that imagination can become more alert with use, just as any muscle of the body develops with use. Tough problems require creativity in order to find solutions. When you have a problem, take the time to go through the following steps, and you will find the solution.

First, believe there is always a solution. I am sure you have been through tough situations and you can look back on them and realize you got out of it just fine. Sometimes solutions come quickly, and other times, it just takes time. Just know that a solution is at hand, as long as you keep an open mind.

Second, if a team member comes up to you with a problem, then ask them for three possible solutions. There is usually more than one solution to every problem. Be open to all possibilities. Next, believe there are always ways to get better in every area of your practice. Put your brain to work and look at your systems and see where there are possible bottlenecks. Think of ways to improve these systems and get your staff involved. Ask them for their opinions. Don't be complacent. Even you can get better in areas that you are presently good at.

Don't worry if your ideas are not completed. Just continue to brainstorm and if you have an idea that is incomplete, throw it out to the universe. Start implementing it and continue to refine them. This is a lot better than not thinking of anything at all. It is ok to fail, but I rather fail at trying then not to try at all. Almost all great inventions have failed initially. It is these constant tweaks that make inventions great. Do not give up.

Use alone time to be creative. Creativity is easier to occur when your mind is at ease. It is hard to think of solutions when you are running around treating patients. This is a great way to use your rainmaker day. Change your environment. Go get a massage and read. Reading a motivational book helps stimulate the mind. Trust me, your subconscious mind is constantly looking for answers to your problems, but it is only when the mind is at ease that you can see the answer.

Lastly, ask people who you trust to help you with your problem. Chances are there are people who have been in a similar situation. Do not let your ego get in the way. You will not only be helping yourself, but you will also make the other person feel good because people love to help others. Plus, they will feel honored that you trusted them.

Remember, there is no problem too big that cannot be solved. So, the next time you have a problem, take a deep breath, relax, and know that you know a solution is on its way.

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](#).

Become a Fantastic Fixer

By Tina Del Buono, PMAC



For the most part, patients don't expect you to be perfect. But what they do expect is for you to fix things when they go wrong.

There is an art to patient service recovery. The word "recovery" means to return to normal – to get things back in balance.

A problem exists when the patient says it does. This is anytime the patient is upset, dismayed, angered or disappointed with the service, care or product they have received.

What constitutes a disappointment for one patient can absolutely be "no problem" for another. What you cannot do is to ignore a patient problem because it is something you feel no reasonable person would be upset about, or because it isn't your fault, or the office staff's fault, or even because the patient themselves made the mistake. If the patient thinks it is a problem, then it is a problem.

Becoming a "Fantastic Fixer" involves taking thoughtful, positive actions that will lead a disappointed/upset patient back to a state of satisfaction with you and your practice. Healing injured patient feelings requires being sensitive to their needs, wants, and expectations.

Once the problem is identified there are six steps you can use to fix the problem.

1. **Apologize.** It does not matter who is a fault. Patients want someone to acknowledge that a problem occurred and show concern for their disappointment. Saying "I am sorry that you have been inconvenienced this way" does not cost a dime, but it buys a barrel of forgiveness.
2. **Listen and empathize.** Treat your patients in a way that shows you care about them as well as their problem. People have feelings and emotions. They want the personal side of the transaction acknowledged.
3. **Fix the problem quickly and fairly.** A "fair fix" is one that is delivered with a sense of professional concern. At the bottom line, patients want what they expected to receive in the first place, and the sooner the better.
4. **Offer atonement.** It is not uncommon for dissatisfied patients to feel injured or put out by a service breakdown. Often, they will look to you to provide some added-value gesture that says, in a manner appropriate to the problem, "I want to make it up to you."
5. **Keep your promises.** Service recovery is needed because a patient believes a service promise has been broken. During the recovery process, you will often need to make new promises. When you do, be realistic about what you can and cannot deliver and then keep your promise at all costs.
6. **Follow-up.** Make sure things really were resolved to your patient's satisfaction. Do not assume you have fixed the person or the problem. Check to be sure.

Once the problem has been resolved and the patient is satisfied, it is important to again let them know how sorry you are that the situation transpired in the first place and thank them for giving you the opportunity to make things right.

It would be great if we could resolve all patient problems, but realistically we know that this will not happen. If we have a "Fix-It Plan" in place for when problems do arise, we will be able to recover more of our patient relationships and make them stronger and that is a great thing.

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

THE HOME FOR PRIVATE PRACTICE

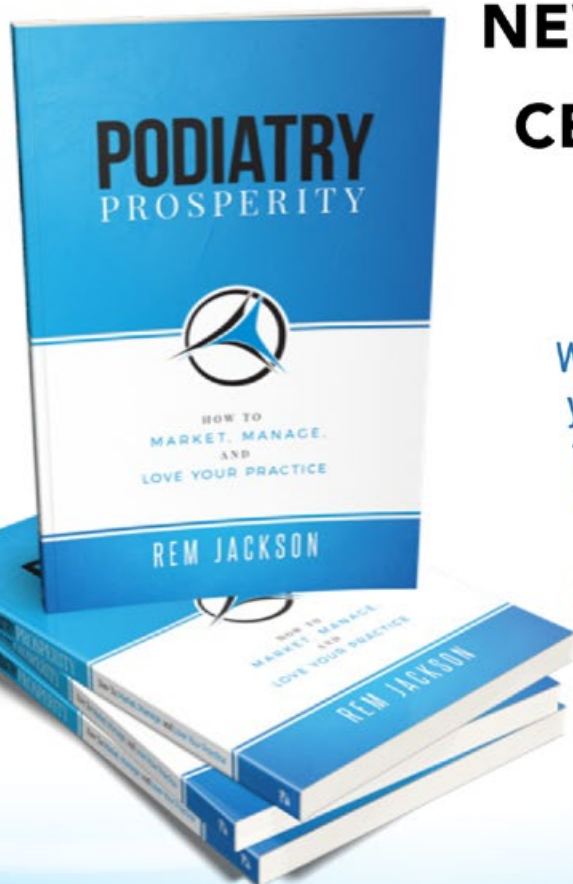
12237 Lost Treasure Ave. • Las Vegas, NV 89138

717.626.2025 ph • 717.625.0552 fx

answers@TopPractices.com • TopPractices.com



There
Are a Thousand
Ways to Lose Money:
Here Are Two of the Biggest
(SEE PAGE ONE)



NEW BOOK BY TOP PRACTICES CEO **REM JACKSON** AVAILABLE NOW

We receive little to no business training in our education, yet so many podiatrists are small business owners, and thus, have an unmet need. Rem Jackson has filled that need for so many of us, and his guidance applies to so much more than just a podiatry practice. Thank you, Rem, for writing this book, for what you have done for my profession, for helping so many of my colleagues, and for what you have done for me!

JEFFREY D. LEHRMAN, DPM
Springfield, Pennsylvania