

DEDICATED TO YOUR SUCCESS

How Do I Define a Successful Practice?

– By Rem Jackson



“People begin to become successful the minute they decide to be.”

– Harvey MacKay

The dictionary defines success as “the accomplishment of an aim or purpose.” I like that because it implies that you’ve defined and worked to achieve a specific goal. I recently was asked to define what I think defines a successful practice. I chose to look at it in two ways.

First, I approached this definition from a high-level view. I shared three keys to what I’ve come to see as success for my Top Practices members and it’s what we work to achieve together.

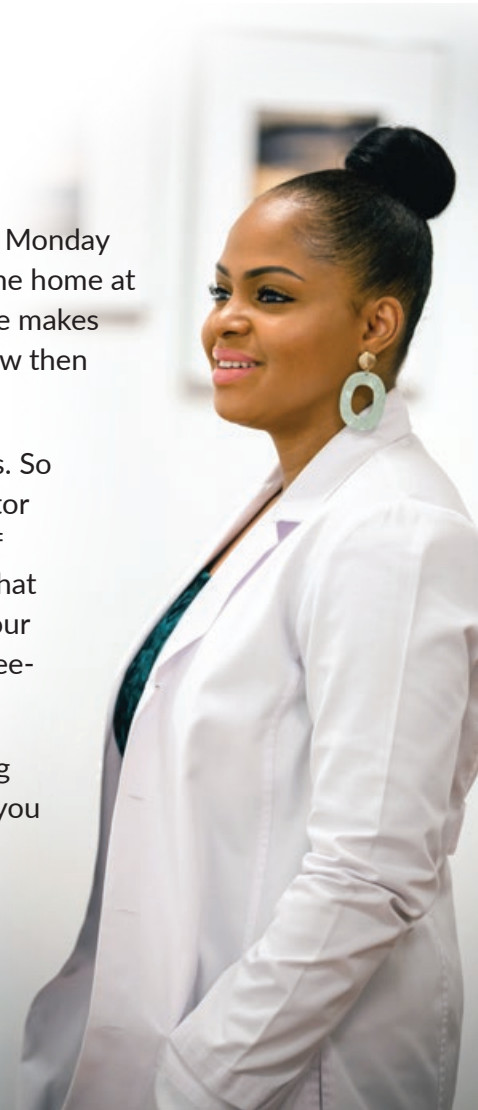
Let’s define successful:

- 1. You Enjoy Your Work**
- 2. You Have a Good Work/Home Life Balance**
- 3. Your Practice Funds Your Ideal Lifestyle**

If you’ve achieved all three of the above: You enjoy your work and are delighted it is Monday morning so you can go back to work and serve your patients, your work doesn’t come home at night or on the weekends and your family and home life is primary, and your practice makes all the money you need to pay your bills, invest for the future, and enjoy your life now then you’re successful.

I was pressed though to get more specific on the question and talk dollars and cents. So here is another way to look at a successful solo practitioner (obviously multiple doctor practices will have a different collected number but the rest applies.) My 17 years of experience guiding podiatrists to high-performing practices enables me to tell you that if you collect \$1.2M in annual collections, generating \$1000 (or more) every hour your practice is open and seeing patients in 48 weeks a year with 25 hours in the clinic seeing your patients with zero work at home, you are very successful.

Podiatrists are blessed to be in a professional that affords a great income, interesting varied work, and a great home/work life balance. The above should be your goal. If you need help with the rest, just email Dave Ryan Dave@TopPractices.com to set up an appointment with me to talk about how you can do this too.





Tell Them a Story and They Will Listen and Learn

By Tina Del Buono



One of the best ways to get your staff's attention when you are trying to get a point across is to tell a story. I remember so many of the stories our doctor has told us about when he first started his practice and was trying to hire people to work for him and he had no idea what he was doing. The stories are humorous, but he always makes a serious point for us to learn.

Not only do these stories drive a point that the doctor was trying to make, but they also give us history of the practice before our time. Something that helps to connect with the roots of the practice.

I love telling stories, especially ones that move people to action. I am always keeping my ears and eyes open for teaching stories when I visit my own doctors' offices, a place of business in town or when I am traveling. I always have a little notebook to write them down in for future reference.

When my children were young, we use to have a story time. Before they went to bed at night they would gather on my bed, and I would read a chapter from a book. They loved the Little House on the Prairie books and Anne of Green Gables. Over the period of 4-5 years, we read dozens of books together and I always looked for the lessons to be learned from them to share.

Not only did I read them books, but I would make up stories to tell them about our family from days of old and I almost think they liked my crazy stories better than the books. As adults now they still will mention some of my stories and you can tell they are fond memories for them.

As adults we still like hearing stories especially when ones that teach us quality lessons that we can learn by. If you are in a position at work where you need to train or lead people you might want to try to tell them a story about what you are trying to get across to them to do. I have found that people seem to get a clearer understanding when the "point" is presented as a story.

And don't forget to pass on the stories of why you became a doctor and the history of the practice as well, it gives your staff a foundation to build on as they learn and grow with you.

"Tell me the facts and I'll learn. Tell me the truth and I'll believe.

But tell me a story and it will live in my heart forever."

An old Native American proverb

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!

3 Ways Podiatrists Find Ideas for Online Content

By Tom Foster, CEO Foster Web Marketing



The content you create for your website, blog, and social media accounts plays a huge part in attracting new patients to your practice and keeping them engaged with your brand. But what are you supposed to write about? Here are three of my favorite ways to beat writer's block and start creating awesome content that resonates with your ideal patients.

1. Develop what's already working for you.

You can use analytics tools to identify the content on your website and social media pages that attracts the most visitors, keeps people engaged, and gets shared and linked to the most. Once you've identified a few of those high-performing pieces, think about how you can expand on those topics.

Can you create a great follow-up blog? Do you have a before-and-after story that personalizes the topic? Keep working with what's already working for you and your audience!

2. Brainstorm with AI tools.

AI is an awesome tool for developing content topics. For example, you can open up ChatGPT and enter a prompt like, "give me 3 ideas for blogs about plantar fasciitis in a helpful and educational tone." And you'll get an output like this:

1. The Role of Stretching Exercises in Managing Plantar Fasciitis
2. Choosing the Right Footwear for Plantar Fasciitis: A Comprehensive Guide
3. How to Modify Your Daily Activities to Alleviate Plantar Fasciitis Discomfort

In 10 or 15 minutes with an AI copywriting tool, you can get enough great topics to fill your content calendar for months!

3. Google it!

Search for a few topics related to your practice. If you find something interesting, try writing your own piece that adds extra context or presents the information in a more approachable way for your readers.

You can also find great topic ideas in the search suggestions Google gives you—or try setting up relevant Google Alerts to get notifications when something new is posted about an area of interest.

Not finding what you need here? Whether you need guidance from our marketing strategists, content writers, editors, or designers, we're here for you.

Learn more at [FWMdoctors.com](https://www.fwmDoctors.com).

A handwritten signature in black ink, appearing to be 'Tom Foster'.

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.





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How Do
I Define a
Successful
Practice?
(SEE PAGE ONE)



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KEYNOTE ADDRESS: DAN BUETTNER

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