

# DEDICATED TO YOUR SUCCESS

## Carpe Diem: Seize the Day (or it will seize you)

– By Rem Jackson



“Carpe Diem” or “Seize the Day,” was first coined by the Roman poet Horace. It got a big boost in the Robin Williams movie “Dead Poets Society.” There are many ways you can view this philosophy, but I’m choosing to take it literally. Take control (seize) your day or it will run away from you and for many of us it often does.

If you find yourself saying you don’t have enough time to do the important things like planning, organizing, or even leading, your ability to control your days is compromised. There are two things you can do to take it all back:

1. Block your time
2. Plan your day

Time blocking is the single most correlated activity with success in business. It’s simple to describe, but difficult to start and sustain. You simply need to block time in your schedule for working ON your practice and not for working IN your practice. The minimum amount you need to block each week to accomplish your goals is three hours. This is three hours in your daily schedule. Not at night and not on weekends. Our best intentions are always scuttled when we try to schedule on nights or weekends because we are mentally tired at night and our families have very different opinions about what is going to happen on the weekend. We tell ourselves we will do it, but we never do. Instead block three hours—it could be one three-hour block, or it could be three one our block—whatever works for you and block it out of your clinic schedule. Schedule this when you and your mind are fresh, not at the end of the day when you are drained. That’s the way to start.

This always causes a negative reaction when I recommend this to doctors, “But that’s three hours less I can see patients.” But, by working on making your practice a much more efficient business you will see as many if not more patients and your revenues will significantly increase. I’ve helped hundreds of doctors do this and never once has anyone said this doesn’t work. Try it—really try it—and judge for yourself.

Of course, you will need to prepare yourself and your staff for this new paradigm. You need to plan for what you will accomplish each hour you are working on your practice and commit to that plan militantly. Your staff will need to understand and support this and not distract you during this time unless there is a true medical emergency that must be handled immediately.

Every author who has written books in the last decade recommends time blocking. I’ve done it for years and it just works.

The second thing you can do is take control of your daily agenda each and every day. I recommend you purchase a copy of John Maxwell’s “Make Today Count.” It’s a very short read about the steps you can take to seize back your day and make your daily agenda work for you instead of controlling you.

Dedicated to your success,





# What Podiatrists Should Know About Google Analytics 4

By Tom Foster, CEO Foster Web Marketing



Google Analytics 4 (GA4) is the latest overhaul of Google's analytics platform, and it officially replaced Universal Analytics last year. Just like its predecessor, GA4 provides insights into your website and app performance, helping you track your results and identify key metrics and milestones.

However, there's a lot more to GA4. Let's break down some of the biggest changes for podiatrists and their marketing teams.

## Enhanced Focus on the Patient Journey

GA4 focuses on the user journey rather than individual sessions. You can track user behaviors across multiple devices and platforms, giving you a holistic view of how people interact with your website or app and the path they take to become real patients for your practice.

## Event-Driven Tracking Gets More Granular

GA4 emphasizes event tracking, which provides more granular data about user interactions. Events can include actions like button clicks, form submissions, video plays, and more. This level of detail helps you understand how users engage with your website and which actions they're most likely to take.

## Machine Learning and Predictive Insights

GA4 incorporates machine learning to give you predictive insights and valuable data analysis. It can automatically identify trends, patterns, and anomalies in user behavior, allowing you to make better data-driven decisions. For example, GA4 can help you identify the most effective marketing channels for acquiring new patients or predict the likelihood of a website visitor converting into a patient.

## Better Privacy and Consent Management

GA4 includes enhanced privacy controls and better alignment with evolving data privacy regulations. It allows you to configure data collection and ensure compliance with user consent preferences.

Although it's only been out for a year, GA4's enhanced analytics are rapidly reshaping the SEO landscape for podiatrists. So, don't feel bad if you need a hand getting up to speed! You can reach out to our team at **888.886.0939** or visit **FWManalysis.com** to find how we can help you get it set up, use it effectively, and use those insights to grow your practice.

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.

# Everyone Works Better When Everyone Shows Up and Is Ready to Work!

By Tina Del Buono



One of the top 10 practice problems that I hear from physicians and managers is regarding staff attendance. Whether it be that they are not showing up on time or they are absent altogether. Even though this is addressed and discouraged it seems more now than in years past employees trying to make “poor attendance” an acceptable standard.

Often it starts out with just being late a couple of times, so it is allowed to slip and not be addressed. Then there is the occasional sudden absence due to a terrible illness but return the next day feeling great. After a while their coworkers are taking bets on if they are going to show up or not because they have picked up on their pattern.

When not addressing and **resolving** attendance issues, it causes problems with those staff members who show up every day on time ready to work and are only absent when they are truly sick.

Staff are not only upset with their coworker who does not adhere to the attendance policy, they are upset with you the practice owner and manager for not resolving the problem. Most often when asked, “Why do you continue to allow this?” the response will be something like, “They really are a good employee, and employees are hard to find. I don’t want to put extra stress on my team by being short-handed.”

What needs to be realized is the situation is already upsetting to the staff and pretty soon if something is not done to correct the problem, the practice will be looking for several staff members.

Let’s fix this problem. First make sure your office attendance policy is up-to-date and that your staff have been given a copy, they have signed it and know what it is. If this has not been done then that is where you need to begin, by developing an attendance policy.

Once everyone has reviewed the policy it is time to have at an office in-service teaching regarding the importance of adhering to office attendance policies and the effect they have on each person in the practice.

Here are the key points to discuss on why we need to be to work on time and attendance is important:

**Punctuality and reliability:** Consistently adhering to office attendance policies demonstrates punctuality and reliability. It shows that employees value their roles, take their responsibilities seriously.

**Team collaboration:** When everyone is present as expected, it becomes easier to plan and execute projects, meet deadlines, and maintain a cohesive work environment.

**Patient service and satisfaction:** When attendance is poor or hit and miss from some staff members it directly impacts patient service and satisfaction. Our patients rely on consistent service, and when staff are absent without proper notice or on a regular basis, it can lead to disruptions, delays, and lower customer satisfaction levels.

**Workload distribution:** When staff are dependable and consistently attend work, it allows for better distribution of workloads. Frequent absences can burden other team members who have to pick up the slack, leading to increased stress, decreased productivity, and potential burnout.

**Professionalism and reputation:** Consistent attendance demonstrates professionalism and commitment to the job. It helps build a positive reputation with both your employer and your coworkers.

**Practice culture and morale:** When everyone adheres to attendance policies, it fosters a sense of fairness and equality among team members, reducing the potential for resentment and conflicts.

If you would like to discuss this or any other practice management issue, just email me at [Tina@toppractices.com](mailto:Tina@toppractices.com).

*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!*



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Carpe Diem:  
Seize the Day  
(or it will seize you)  
(SEE PAGE ONE)



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