

What Makes a Good Practice Great?



PRESENTED BY
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ENTREPRENEUR SCHOOL

TO RUN A BUSINESS YOU NEED
TO BE THE NEW AGE
ENTREPRENEUR.

WORKING ON vs. WORKING IN
THE BUSINESS

WHO HAS MORE TIME AND MORE
MONEY?



Protocols and Systems

HOW WOULD YOU LIKE YOUR
ASSOCIATE TO BRING IN OVER
\$900,000 IN THEIR FIRST YEAR OF
PRACTICE?



HOW WOULD YOU LIKE YOUR
PRACTICE TO RUN EFFICIENTLY
WITH OR WITHOUT YOU?



HOW WOULD YOU LIKE TO TAKE
MORE TIME OFF FOR
VACATIONS?



BERTRAND RUSSELL

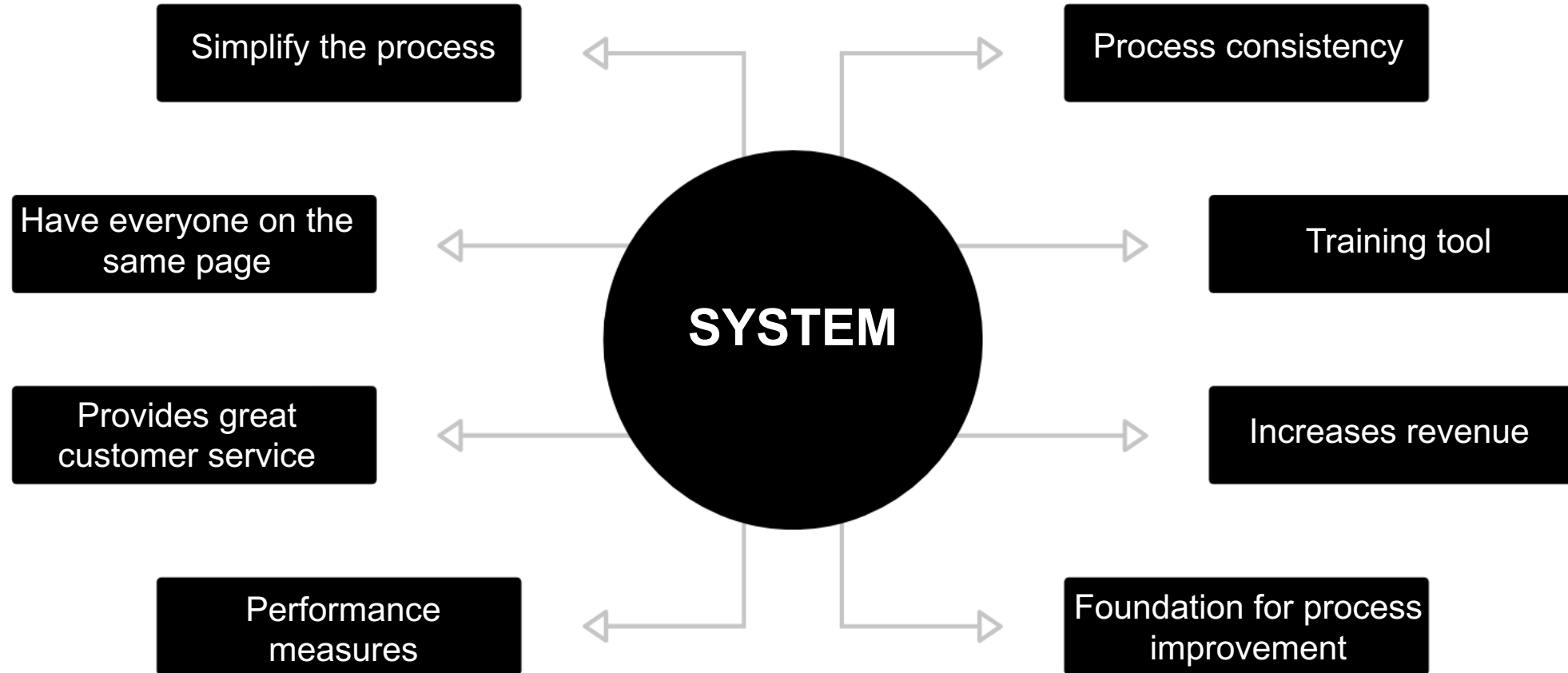
**“Most men
would rather
die than thank.
Many do.”**



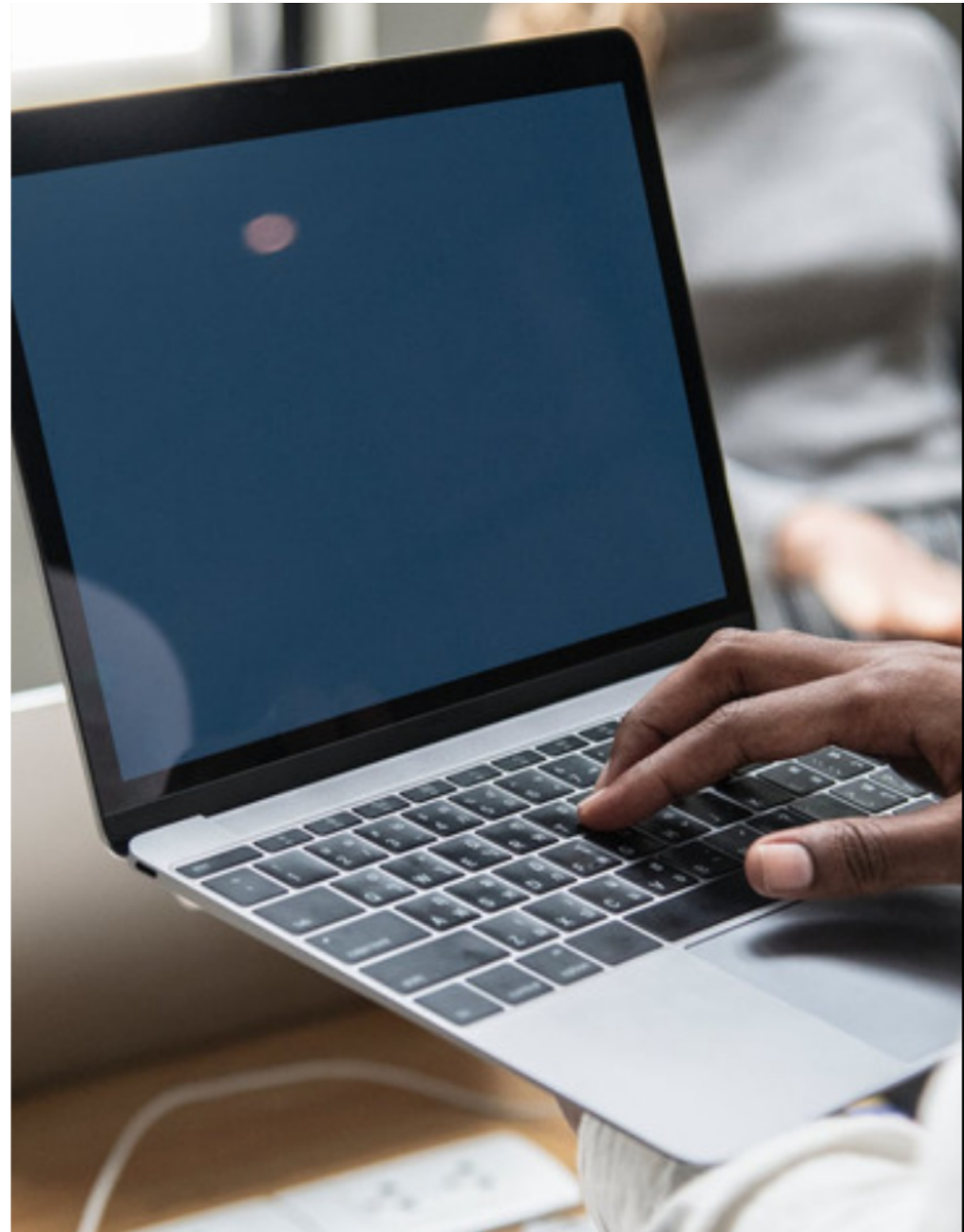


“How many of you have written protocols and systems?”

BENEFIT OF SYSTEMS



- You need a system for **EVERYTHING!**
 - Otherwise, staff will decide on how to do it.
 - Or, it might not get done.
 - Remember your goal is to have more time.
-



Systems / Protocols



- You are away on vacation and one of the treatment chairs break.
- If you do not have a system for this, then you come back to a broken chair.
- Need a list of frequently called numbers and a list of emergency numbers.
- Call chair repair guy.

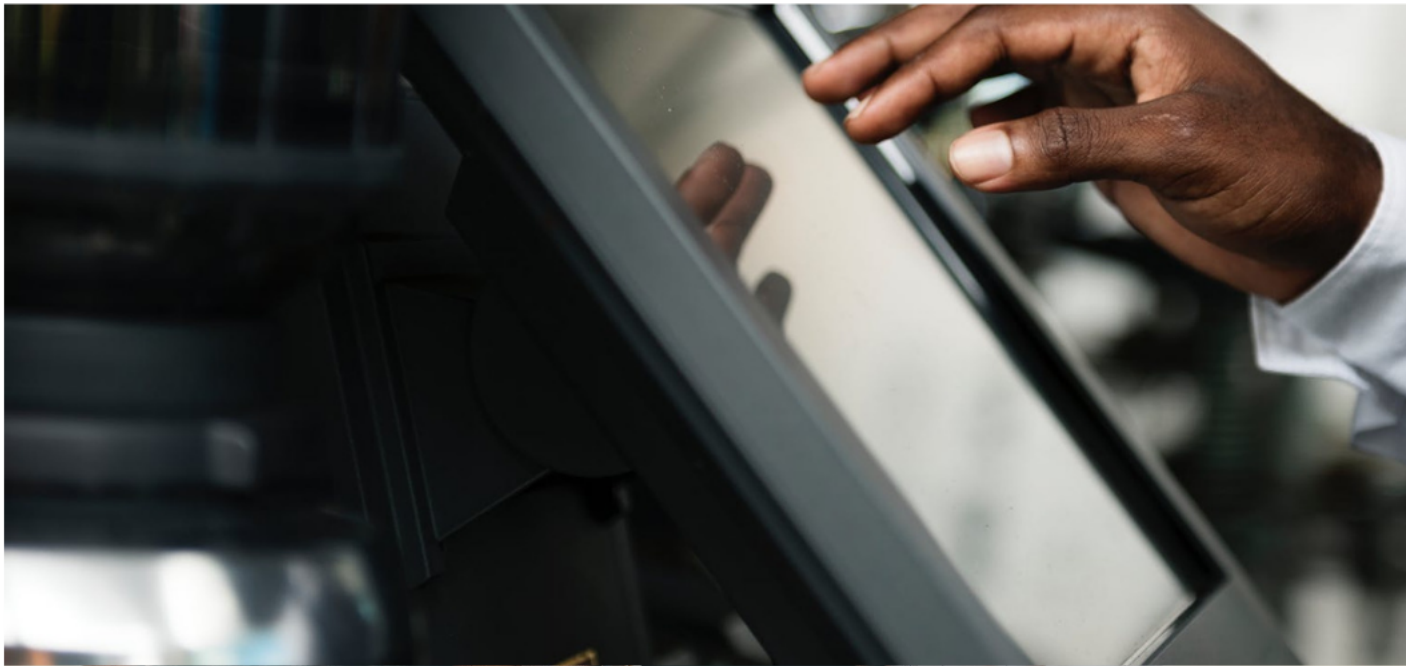
Example

Systems / Protocols

- Get quote.
- Set a budget limit. Anything under \$200, just fix it, otherwise, see if it can wait until Boss comes back or if it needs to be repaired asap, have OM or Financial Manager make the call.



- Must be written. This is your playbook.
- Systems for EVERYTHING



Systems and Protocols

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Making an appointment

Greeting a patient.

Consulting with a patient.

Keeping the patient
informed.

Scheduling surgery and
tests.

Recalling your patients

Answering the phones



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HOW TO DEVELOP SYSTEMS

**BETTER QUESTION, HOW CAN
YOU DEVELOP SYSTEMS
QUICKLY?**



“Companies that grow people,
grow profits. Companies that
shrink people, shrink profits.”

- **Tom Connellan**

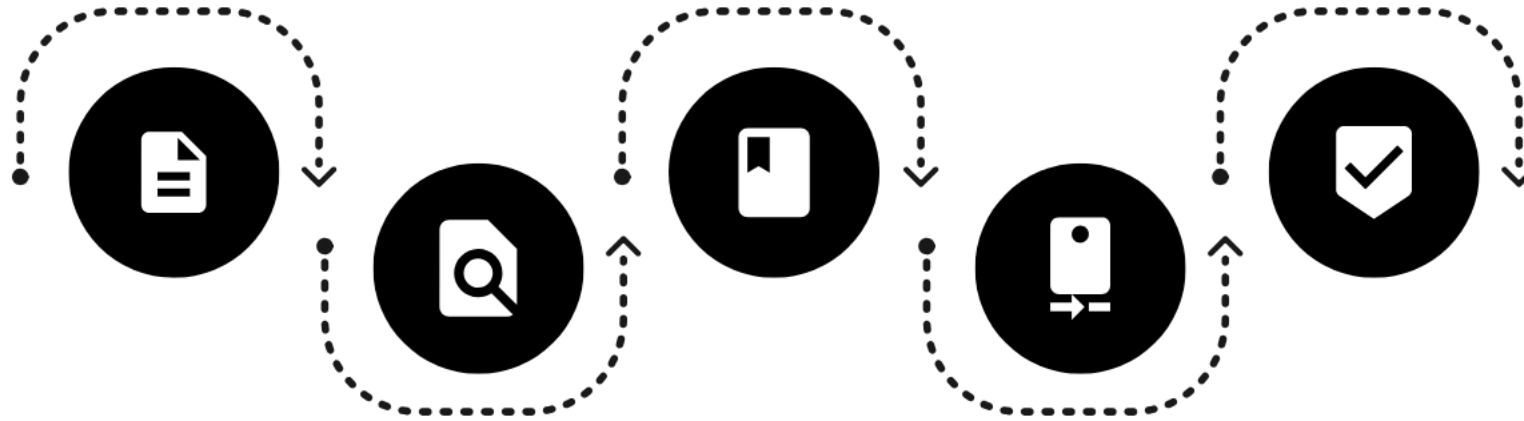
Inside The Magic Kingdom

TRAINING PROCESS

Employee Manual

Individual processes

Re-training



What every new hire
needs to know

Test time

GREAT LEADERS

**CREATE AND
COMMUNICATE A VISION
THAT
IS ACTED UPON**

Need to know

The vision statement:

What we want to be



The essence statement:

What we want our patients to feel.



The mission statement:

What we must do



**THE NEW AGE ENTREPRENEUR
IS A COACH WHO LEADS, BUT
ARE NOT MANAGERS.**

**EVEN MANAGERS SHOULD NOT
BE MANAGERS. THEY NEED TO
BE COACHES.**



LEADERS vs. COACHES

MAJOR DIFFERENCE LIES IN THEIR ACTIVITIES
AND ACTIONS.

LEADERS WHO DO NOT COACH ARE NOT
PROACTIVE. THEY HIRE GOOD PEOPLE AND LET
THEM GO

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Leaders who are coaches get involved and lead the team to achieve the goals of the organization.



Coaches do not micromanage.
Managers micromanage,
especially small managers

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TRAIN



HIRE

RE-TRAIN

**LEADERS ACT BEFORE A
RESPONSE IS NEEDED**

Train

SCRIMMAGE

Re-train



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Training



It doesn't matter how experienced the new staff member is, you need to train them on how you want things done.

- If you hire a Michael Jordan, do you just hand him a paycheck and leave him alone, or do you coach him to greatness?
- Managers spend too much time with people who don't work hard and are not committed to excellence.
- A, B, and C players.
- Spend time with the A's, and fire the C's. The way you move the B's to the top, is to fire the C's. Work with the B's who are committed and work hard. The B's will either become A's or C's.

**Pay
Attention
To The Top
Performers**

- **EVERYBODY HAS TO PRACTICE and SCRIMMAGE.**
- Leaders who coach will empower their team to take control. Control means giving the person knowledge and confidence, which will lead to responsibility.
- You play like you practice.



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Don't assume they know something. You might think certain things are common sense but are not.



People need to be developed. People get fired because of poor performance, but were they really trained properly in the first place?



The new hire also needs to know that you expect to provide unbelievable customer service.



MAKE EYE CONTACT AND SMILE



Greet and welcome every person who walks in the door.

PROVIDE HELP TO ANOTHER STAFF MEMBER OR PATIENT IF THEY NEED IT.

Be nice to the patients
that they won't believe it.



Our goal is to make the
patients' happy.

A coach is a teacher,
and you and the staff
that are doing the
training need to become
an amazing teacher
with great patience.

**COACHES CARE ABOUT
THEIR PLAYERS**



How to answer the question a patient might say on the phone, “how much does it cost to remove an ingrown toenail?”

OR

“What is the difference between a deductible, a family deductible vs an individual one, vs. a copay? Or, what views do you take for heel pain?”



**TRAINING IS ALSO
NEEDED FOR
SAFETY.**

Such as, what to do if a patient faints, or if there is a fire in the building?

ACCOUNTABILITY



ACCOUNTABILITY

is the glue that ties

COMMITMENT

to **RESULTS**



BEACHBODY
CHALLENGE

#bettertogether