

Ask Yourself

As we all know, physicians went to school to learn how to diagnosis and treat *patients*, not diagnosis and treat *financial, marketing and management* ailments. However, the misdiagnosis, or failure to treat an infection in any of these crucial segments of your practice will result in more work for you and your staff, disgruntled employees, inefficiencies and all around lost opportunities and monies.

Do any of these scenarios sound familiar?

- Who, in your office, is the person you always turn to? The person who always has, or finds, the answer? What would you do, if s/he gave you a 2-week notice tomorrow or worse, just left?

Do you have all the information and processes necessary to continue your practice, without significant financial loss? If the answer is no, you are in a vulnerable state and need to gain knowledge and power to ensure the security of the practice that you have worked so hard to build.

- Your staff is complaining that they have too much to do, and are requesting that you hire additional staff. Requests and duties are not being completed – but is it because you need additional staff, or is it because your staff is not working to their full potential? The cost for each new employee is significant, and all you can see is how a new employee will decrease the bottom line.

An objective assessment will identify wasted efforts as well as opportunities to streamline functions, and ensure hiring additional staff is a necessary step to continue your business growth.

- Each week that passes you are more behind, in both business and personal responses. You have received complaints from patients about your office running late and wasting their time and inappropriate charges on their bills; colleagues have tried to reach you regarding a patient or an upcoming day of golf and you have not had the opportunity to return the call – despite your prolonged work hours and exhaustion at the end of every day. You wonder what the “outside” thinks of you and your office, but you have no time to find out, let alone correct any issues found.

A step-up approach to addressing these issues can be tailored to your practice. Simple steps from patient surveys to a staff retreat to a cocktail party with colleagues will provide you the opportunity to gain invaluable information to assure you know what perceptions are, and how you can change these perceptions to what you want them to be.
