

ADDRESSING PRACTICE DEVELOPMENT AT THE:

We can't help but shout it from the rooftops: this year's ASOCP Practice Management Course, packed with two days of knowledge, was a smashing success. Wondering what you missed? We're giving a few of our favorite pearls.... in no specific order, of course.

1 Treat your team members and team building exercises like jelly beans; random combinations don't work together and can leave you with a foul taste, but the right combination of staff members make up something magical.

2 When it comes time to hire another provider, consider whether you REALLY need a physician, or if a physician assistant or other mid-level provider fits the bill. Make sure you're filling a need, and not hiring too early for the wrong reasons.

3 One of the top ways to keep lawyers from circling your practice is to treat your patients with kindness and respect. Patients are less likely to sue a doctor they like and trust!

4 Be careful how you respond to a negative online review. HIPAA compliance is key, and sometimes it's necessary to consult a lawyer to make sure you're not in violation.

Top 13 Pearls From This Year's ASOCP Practice Management Track

5 Treat your marketing Internet plan just like you would any other plan. Assign specific tasks to appropriate team members, and map out each step along the way to make sure nothing is forgotten.

6 As simple as it sounds, small website changes make a big difference in whether or not your patients choose to book their appointment. Make sure to include your practice's personality throughout the site, as well as key photos that represent your specific geographic area, and even a call to action next to the phone number.

7 Initiating a smile can change the way your whole practice operates. Start smiling at others yourself, and you'll be amazed at how everything turns around!

8 You can't credential yourself like your staff can credential you. Each member should be able to speak about your scientific brilliance and incredible artistry to every current and potential patient he or she comes across.

*Have any questions, comments or concerns?
Contact us at (520) 574-1050 or via email
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Practice Wing

9 Theft prevention is key, as everything... EVERYTHING... can be stolen from your practice. From prescription pads to neuromodulators, from office supplies to your patient list, the only way to prevent theft in your office is to be aware of how it occurs in the first place.

10 There's a strong variety of ways a credit card is processed, and processing fees vary by card. For example, it will cost you more to process a card with points attached to it than one without, and more to process a card not present than one you swipe in your practice.

11 Doing your homework on what your practice needs from technology will save you a headache down the road. Mac or PC? Looking to be based in the cloud? Going paperless? Think about what you need from your technology before you buy, and once you do, make sure the way you and your staff are using the technology fits within HIPAA compliance guidelines. This goes for everything from how you store your before and after photos, to your staff policy on Apple watches.

12 You know you're going to spend a percentage of your revenue on marketing each month. In order to make sure you're getting the most from every dollar spent, utilize tracking phone numbers to test the campaign's effectiveness, and then input its success into an ROI formula to make sure you receive a minimum 3:1 return ratio. In other words, you should be getting three times as much money in return as you spend on that marketing effort to consider it a success.

13 Speaking of marketing and managing your patients: there isn't a one-size-fits-all model to how you communicate with your patients. Consider their cultural backgrounds when determine how and where to market to them, how to communicate with them, how close to their appointment time they'll show up, and more.



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