

# Entrepreneur Interview: Jay A. Shorr, The Best Medical Business Solutions

**Business Name:**

The Best Medical Business Solutions

**Website URL:**

<http://www.thebestmbs.com>

**Year Founded:**

2011

**Business Partners:**

Mara L. Shorr

**Number of Employees:**

2

**What does your company do?**

At The Best Medical Business Solutions, our goal is to provide medical practices with the tools they need for proper medical business management, strengthening the operational, financial and administrative core of their medical practice. We are founded on what we feel are the three most important principles: ethics, morality and honesty. We never lose sight of these operating tenets in our client relationships.

**Was there a specific turning point when you realized your business was moving to the next level?**

In 2012, I had to make a decision whether or not I wanted to keep the business as a sideline or a full-time operation, which would include marketing, a real website and social media content. It became obvious that I may have more business than I could handle, and I needed to have another person who was able to keep my obligations in order. In order to do that, I decided to have a partner who I knew would have the same identical interest in the success of the business. Who better to bring on than my daughter? The rest is history.

**What processes or procedures have you implemented that have helped grow your company?**

We implemented a brand new and improved website, blogging, social media content (Facebook, Twitter, LinkedIn, etc.) . We also became aligned with external vendors inclusive of a group purchasing organization (GPO) which allowed us to offer value-added savings to our clients. My partner has reached out to additional conferences and publications for me to lecture at and write for, allowing me to get my name out in the industry at a faster pace.

**What is most rewarding about running your business?**

Improving the profitability of my clients' practices by increasing revenue, combined with expense reduction, and increasing the level of awareness of the client's staff is probably the most rewarding part of the business. In addition, bringing a culture of safety to my clients' business is equally important, because even though we all feel that safety is important, it somehow always seems to play a secondary role until a major incident occurs. Prevention vs. a reactive strategy is the key element.

Secondly, since knowledge needs to be shared and not ever held hostage, allowing myself to teach, educate and share the pearls of the industry to physicians, nurses, medical assistants and administrative staff is also equally rewarding.

**What challenges have you faced and how have you overcome them?**

Challenges are always difficult to overcome because you often do not have any control over the external conditions that you face. This may include a downturn in the economy. This is where you have to be innovative and offer other value added and

lower priced solutions to keep the client/patient in your business so when the economy returns, your client/patient base has not totally eroded.

Another major challenge is dealing with people. We all have different opinions and gain our facts in various manners. This may include personal experience, what we may have heard from others, read in periodicals, social media blogs, etc. These opinions may not necessarily be factual, but the mere presence in someone's mind may have planted a seed that is often difficult to overcome. Sharing factual knowledge and experience and showing examples of successful results often have a strong impact on convincing those with open minds.

**If you were starting over today, what would you do differently?**

As a new business, the best way to start is to have your marketing support right from the very beginning. It is very difficult to brand your name as you go, so pre-planning and media production, whether it is in print, video, or internet, is key to assisting you in SEO, brand name recognition, and references from other colleagues.

**What advice do you have for other business owners?**

Try not to be undercapitalized when you are thinking about starting your business. Chasing your tail, so to speak, is very difficult and often leads to failure because you may not have enough capital to brand your name and get your ideas to market. Competition is stronger than ever today, and you have to be special, different, unique, and trustworthy. This takes time, and you will always need advocates to promote you.

**Please list any favorite books, tools or resources (software, website, etc.) you would recommend for others:**

Of course the most common are Facebook, Twitter, LinkedIn, etc. because it allows you to have an enormous amount of followers and you can have the icons on your webpage for people to view what you do. Motivational books and seminars are always key to your success because they keep you in a positive frame of mind. Joining industry related group websites to share ideas is incredibly useful as well.

In our medical industry, companies like P.U.M.C. (Patients Unlimited Marketing Consultants, [www.pumc.com](http://www.pumc.com)) is one of the best to assist in website development, SEO (search engine optimization) and also assist you with reputation management when someone may post negative comments.

In the aesthetic/cosmetic medical community, software like NexTech ([www.nextech.com](http://www.nextech.com)) is one of the true leaders in practice management and electronic medical records software. It allows physicians to maintain marketing trends, patient communication, inventory control and so much more.

**What is something that people might be surprised to learn about you?**

During my earlier years, I had aspirations of possibly becoming a professional baseball player, a criminal attorney or even a Rabbi. I spent many years in the supermarket industry and then in transportation as a Safety Director before entering the aesthetic/cosmetic surgery industry.

**Is there anything else you would like to add?**