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BECOMING A BETTER LEADER IN YOUR PRACTICE

Disclosures



Medicine is many remarkable things. Medicine is a science, a way to heal the sick and injured, a way to keep patients looking young and beautiful, and one of the most respected professions today. But in let's remember: medicine is a BUSINESS! Therefore, as a physician running a practice you are a business owner, and as a business owner, making sure to take steps towards improving the quality of your leadership and becoming a better leader is invaluable. Better leadership is what will help maximize efficiency in your practice, achieve your profit goals, motivate and grow your employees, and create a thriving work environment with positive results you want.

This article will give you tips you can apply to improve your leadership skills and move your business forward.

1. Ask new hires about their goals.

Learn the vision your new hires have for working in your practice. What benefits or particular desires do they have? Is it good health insurance, room for growth, having a purpose and making an impact? Help them accomplish THEIR goals and ask THEM to help you accomplish yours. A happy employee will stay with you longer.

2. Know your team's comfort with technology.

In your practice you may have a melting pot of generations. Baby Boomers may typically be slower to learn how to utilize technology, but tend to not let it disrupt the workplace the same way younger generations do. Millennials, on the other hand, grew up with technology and feel the need be connected constantly. Having this in mind, you will be able to know the strengths and weaknesses amongst your staff as you designate tasks and policies in your workplace. (Of course, this doesn't hold true for every member of every generation, so be sure to analyze your team's strengths on an individual basis.)

3. Clarify your expectations from the beginning.

Make sure to establish your work principles with your staff from the very start. What is your "open door policy" in regards to meetings during the business day? How should they give you and each other feedback? Do they always need to call you or another doctor by "Dr. So-And-So" or would you like your team members to refer to you by your first name in private? Establishing your communication policies up front will lead to less frustration by both parties down the line. In addition, establish and explain your practice's cell phone policy from day one. Make this and other protocols clear so each new and existing team member has the knowledge and awareness to meet your expectations.

those issues, avoiding the issue of making the same mistakes again. For example, did drama overtake your practice? Did you not properly onboard new team members? Was theft an issue? Putting protocols into place is going to help solve the issue of having new team members make the safe mistakes as your previous team. This enhances the quality of your work environment and ability to maintain your staff.

5. Know what your team values.

Does your team value being treated with respect? Do they appreciate having work/life balance? Are fair work benefits essential to them? Is the idea of having "self-care" sequel items, such as in-office meditation, mindfulness and workplace wellness significant for them? According to a 2016 study: 218 employees who took place in the 3-month long Bruin Health Improvement Program (BHIP) improved in physical and mental health, stress levels, energy levels, social satisfaction, self-efficiency and quality of life. This resulted in less absentee and more positive work attitude. Get to know what your team values so you can treat them suitably and get things in place that can make a worthy difference.

6. What you're doing wrong could cost you.

In today's workforce, 71% of people in the labor force are actively seeking or open to a new job, according to an Indeed.com study. Those percentages increase with millennials. Because of these facts, it's important to realize that what you are doing that may be incorrect, unfair or immoral will be driving your employees away very fast.

7. Learn how to handle conflict in your practice amongst team members.

Create an open and honest line of communication in your practice. When issues arise, listen to both sides of the story, but keep the conversation from turning into a "he said, she said" scenario. Next, make sure to keep the conversation on track, don't revert back to things that happened three months ago that have since been resolved. Lastly, track where the drama stems from!

8. Serve as a role model.

SHOW, don't just tell, your staff what you expect from them. Model the respect, morality, and work ethic you want to see from your employees. Lead by example. As a leader you have a responsibility to your team to lead them with your character and actions, and inspire them to push themselves- and in turn, the practice- to greatness.

9. Embrace your staff's strengths.

Celebrate the fact that there are many amazing strengths in your team. If you notice they have the knack, let your staff exercise their skills of creating a social media presence and audience engagement for your media outlets. Encourage their great people skills and their ranges of creativity to grow your practice. Embrace their strengths as unique individuals to give your practice a unique edge.

10. Remove negativity from your office.

Create a healthy, positive and most importantly professional work environment amongst your staff. This means not allowing or tolerating negative actions like yelling, eye rolling, tardiness, and talking back to each other. Remember you are a leader and you have the power to not only model, but set the successful and prosperous culture you want in your office.

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