



# How to Deal with Provider Burnout

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We're now in an era where, more than ever before, we're hearing phrases like "provider and staff burnout," "I'm just too busy for that," and "self-care." From yoga studios to juice bars, everywhere we turn, businesses are riding the #selfcare train to cash in on the need for busy people to slow down. While there may be some merit to it, let's take a look at eight simple ways to avoid provider burnout in your office.

## **DRIVE YOUR TO-DO LIST**

Make sure you're driving your to-do list and your list isn't driving you. Compile your to-do list each morning (or the night before) with your top priorities and review, proactively, what needs to get done that day, that week, that month, and that quarter.

## **DELEGATION IS YOUR FRIEND**

Take a hard look at what you, as the provider, need to be focused on, and the answer is easy: treating patients and clients. When it comes to insurance-related billing, that can be outsourced to a strong billing company. The same goes for managing your website – that's best handled by a digital marketing firm. But, when it comes to verifying insurance claims, posting on social media, and serving as a patient care coordinator, that can be done by trusted, well-trained members of your team. Which brings us to tip three.

### **BUILD A STRONG, COHESIVE TEAM**

This should be a trustworthy team you're able to delegate to, a team who works well together without you having to play referee on a daily basis. If you find that you don't have this, look at why. Are you understaffed? Hire! Is your office drama-filled? Fire the drama queens before they infect the positive treasures. Your team is your backbone, and you'll be surprised at how smoothly things run once you have a strong team in place. Removing negativity is key, as your office is no place for eye-rolling, yelling, tardiness, or disrespect.

### **KNOW WHAT YOUR TEAM VALUES**

For example, you're more likely to have a strong, less-burned-out team when everyone feels they are treated with respect. Speak to each other with respect and respect each other's capacities and schedules. This means no texting at midnight for something that can wait until the next day. In addition, offer fair benefits when you can and consider what your team values. Some may say health insurance and a retirement program, while others would rather have more paid time off. In addition, others may value in-office meditation, workplace wellness programs, or mindfulness coaching. Different offices have different mindsets, so dig deep into what works for you. Studies have shown that a happier team and happier providers lead to improved mental health, reduced stress levels, and strong physical health, which decreases absenteeism in the workplace.

### **TAKE A BREAK FROM TECHNOLOGY FROM TIME TO TIME**

We're in a technology driven world where e-mail rules, text messages never stop blowing up, and social media is checked compulsively. But, even as a provider, you need time to unwind, so review what that looks like. Create a plan for who – when you're away (either from your office, phone, or town on vacation) – will cover staff issues, respond to client e-mails, and handle those other annoying (yet vital) issues, like false alarms from the alarm company, for instance. Once you have a backup plan in place, you're going to be more comfortable taking time away to regroup.

### **FIND ANOTHER HOBBY**

Sure, you love your job and we do, too. We really love what we do, and helping aesthetic practices and spas grow their business is fun for us, but that doesn't mean that you don't need a hobby outside of work. Vacation with your loved ones, go kayaking, spend time at the gym, or maybe even paint or garden. Whatever that hobby is for you, embrace something that gives you joy, even if you are only able to do it for 15 to 30 minutes each day. Trust us – it's well worth taking back the time for you, even when you're convinced that the time doesn't exist.

## **TAKE BACK YOUR PHYSICAL HEALTH**

It sounds basic, but make sure that each day, you're doing the following: drinking enough water, eating breakfast, getting enough sleep, moving your body for at least 10 to 15 minutes, and spending some quality time with friends and family. Often, when we feel burned out, it comes from us feeling hungry, angry, lonely, or tired (remember the acronym HALT). Evaluate which of your basic needs need to be filled to remedy the situation.

## **AUTOMATE AS MUCH AS POSSIBLE**

Are there weekly to-do list items that can be recurring? Review automated systems on ordering your supplies in the office and even review an automated grocery delivery service. Taking the little things off your plate is going to be key.



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