PRACTICE RESOLUTIONS: WHERE SHOULD YOU PLACE FOCUS IN THE NEW YEAR?

New Year’s resolutions for your practice from the pros.

JUST SAY NO

Resolve to delegate more and micromanage less in 2020. Hire good people, train them well, invest in them so they will stay with you. Then step back to give them room to grow and shine.

There are many things that you may not actually be the best at in your practice, such as scheduling consults, screening aesthetic patients, quoting fees, or creating Instagram
posts. The new year is an ideal time to take an objective
look at what you can safely take off your plate so you can
do more lucrative, enjoyable, and rewarding tasks. Make a
list of tasks that bug you the most and then tick off those
that could be delegated and to whom. Even checking off one
or two things can make big difference in your workday and
your outlook. The added bonus of this key strategy is that
your staff will feel more challenged and trusted, which tends
to instill loyalty so they will stay with you instead of fleeing
to your competition. Give them a chance to show you what
they’ve got. They may just wow you.

Secondly, it’s easier to say, “Yes” than to say, “No.” You
know that feeling when you look at your calendar and
think to yourself, “Why did I agree to do that?” (I certainly
do.) For 2020, try saying, “no” more often to meetings you
really don’t need to attend unless you’re desperate for CME,
inconvenient conference calls that don’t produce results,
and/or patients you can never make happy.

Managing your time more effectively is one of the pillars
of success in any business. Your time is very valuable; in fact,
just put an actual dollar amount on your hourly rate and
see what I mean. It all adds up. So, unless you really want
to do something, or have to do it for CME or to help out a
colleague, scale back. Freeing up your calendar from burden-
some obligations can be a life-altering exercise. You can use
that newly found time to teach, conduct a clinical study,
start a podcast, or spend more time with your family.

Lastly, take a good look at your practice and make a
short list of the things that really need improvement.
Examples may include updating your website, trading
up that clunker of a laser, or hiring a marketing manager
or consultant who can help promote your services and
improve your bottom line.

Make 2020 the year you take a giant leap toward
modernizing your practice to stay current and competitive!