

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 burdensome 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!