

“TAKE A LONG, HARD LOOK AT EACH OF YOUR TECHNOLOGY PLATFORMS TO DETERMINE WHAT’S WORKING, WHAT’S NOT, AND WHY. BEFORE DITCHING THE

PLATFORM, SET UP A MEETING WITH THE COMPANY’S REP TO DETERMINE IF YOU’RE FULLY UTILIZING THE SOFTWARE. IF NOT, PICK A TEAM CAPTAIN TO GET THE PRACTICE UPDATED.”



DECLUTTER YOUR PRACTICE

If COVID-19 taught us anything, it’s that we need a lot less stuff to

bog us down in all aspects of our lives. So, keep your practice nimble, efficient, and updated to focus on what really matters: taking great care of patients, delivering superior outcomes, avoiding staff turnover, and preventing physician burnout.

Getting rid of clutter can be a cathartic experience.

Start by going through your file drawers to transition everything possible from paper to digital. Paper takes up room, ink fades, and pages can get misplaced. Download a scanner app and take a picture of the documents you need and save them indefinitely as a PDF, JPEG, or image. Try AdobeScan or Swiftscan. Ask your accountant how far back you still need to keep your tax returns and receipts. Save your digital documents and files in a universal file format, such as PDF, to be consistent and maximize usability.

Take a look through your office. Is there a stack of journals from the last decade piling up in the corner by your desk? Get rid of them and subscribe to the online version of the journals you still

want to read instead. Ditto for newspapers and magazines. Are you still hanging on to slides from the year of the flood? These can also be converted into digital files by using a slide-scanning service.

In the age of COVID-19, it’s time to dump your clipboards, lose the copies of copies, and wave farewell to glossy handouts. File these under the things you will never need again, too: printed brochures, sign-in sheets, embossed folders and business cards that are missing your email, URL, and social handles.

Patient forms should be digitized and updated frequently to stay current with your practice, as well as the laws and regulations pertaining to your specialty and geography. This may include pre/post procedure instructions, consents, fee quotes, patient intake forms, teleconsult instructions, etc. Making sure that your practice is up to date on all things HIPAA will be a lot simpler this

Patient Portal on your website landing page is another huge time and clutter saver. Patients can access the forms and information they may need 24/7 by using their own personalized code.

Take a deep dive into what is happening (or not happening) in your treatment rooms. If you’re hanging on to lackluster energy-based devices, a clunker facial machine, or skincare products patients aren’t buying anymore, turn them over STAT! Anything that doesn’t generate revenue or add value to your practice should be on the chopping block. ■