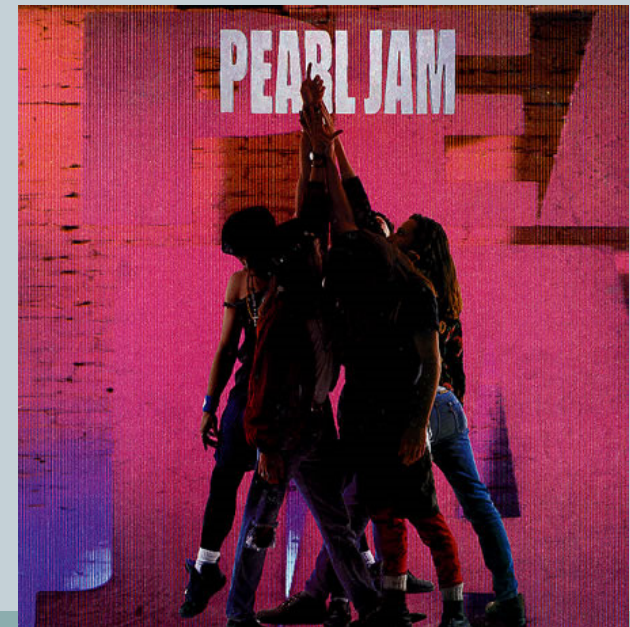


AAPPM Pearls



TAKEN FROM THE 2010 AAPPM MIDWINTER SEMINAR



Maximizing Pt Outcome



- “Receptionist” – Blah!
- “Director of first impressions”
Now that’s nice!

Maximizing Pt Outcomes



- **Diabetic Pt with ulcer:**
 - Not smart way: \$450 – diabetic shoes & dressing
 - Smart way: \$3,500 – diabetic shoes, dressing choices, follow up visits, in office vascular study, etc. Pt gets better faster & you prevent hospitalization and/or amputation

Improving Pt satisfaction – Wowing patients & other offices



- **Patients:**
 - Ice cream prescriptions
 - \$10 gift card to restaurant / 2 new referrals
 - Thank you cards
 - Calls the next day
 - Surveys: telephone, wait time, provider attention/care
- **Referring offices:**
 - Bagels
 - Cherry pies on President's Day to top 25 referring offices

Efficiency



- If you are not measuring efficiency, you are not serious about solving patient flow problems.
- Example: If your practice averages \$100/pt, and you can improve patient flow by 1 pt/day (which is about 1 minute/pt), your office is now making an extra:
 - ✦ \$500/week
 - ✦ \$2,000/month
 - ✦ \$25,000/year (w/ 2 weeks vacation)

Efficiency



- Flow mapping - list out steps taken & get rid of / combine steps to be more efficient
- Pt survey - find out what they want
- Time & Motion study - Patient can fill it out

	Time
Scheduled time	
Arrival time	
Arrival in room	
Dr. arrival	
Check out	

Hiring the best staff



- Where to look for new office staff?
 - Someone who has worked in a doctors office before?
 - ✦ NO! They will have their set ways
 - That friendly waitress at TGI Friday's?
 - ✦ YES! They know how to work with people and make them happy. Keep your eyes open, look for good people who come from jobs that require high customer satisfaction.

Scheduling for Success



- **Work-in slots – More slots on Mondays & Fridays**
 - (Weekend problems & want to see the doc before the weekend)
- **No new pt's on Friday**
 - Lets you be more relaxed, don't need to impress as much
- **Clustering - Toenail Tuesday, Post-op Monday**
 - Lets you and your staff be more prepared & much more efficient
- **Verify appointments 2-3 days ahead**
 - Gives Pt a chance to change their schedule if they forgot, gives you time to fill the empty slot.

Git-R-Done



- **Manage your day**
 - Set goals or the day will manage you
- **Swallow the frog**
 - Do the most unpleasant stuff first so it isn't hanging over your head for the rest of the day
- **Stop multitasking!**
 - Put your cell phone in a drawer! Focus on the patient or the task at hand.

Become a media darling



- Get in the local news!
- Who watches the local news?
 - Your grandparents
- Find a health story , get the reference article & contact the local news outlet
- Take a national/local story and apply it to the population. I.E. Joakim Noah and plantar fasciitis



Best move podiatrists can make right now?



- Get a webpage!
- Yellow pages are becoming more obsolete
 - One doc shared that he would pay \$25,000/yr for a full page ad in the yellow pages – it used to work for 20+ years.
- Use social media, create a fan page

Change is hard, but its how we survive

Thank you for your attention!



- Any questions?

