

WELCOME TO: COVID 19 PRACTICE SURVIVAL GUIDE

Week 8 of a series

Guest Speaker:

NO MORE EXCUSES: REINVENTING
YOUR PRACTICE DURING A FORCED
SLOW DOWN



Cindy Pezza, PMAC

Moderator:



Ira Kraus, DPM, FACFAS



*Jeffrey Lehrman, DPM, FASPS,
MAPWCA, CPC*



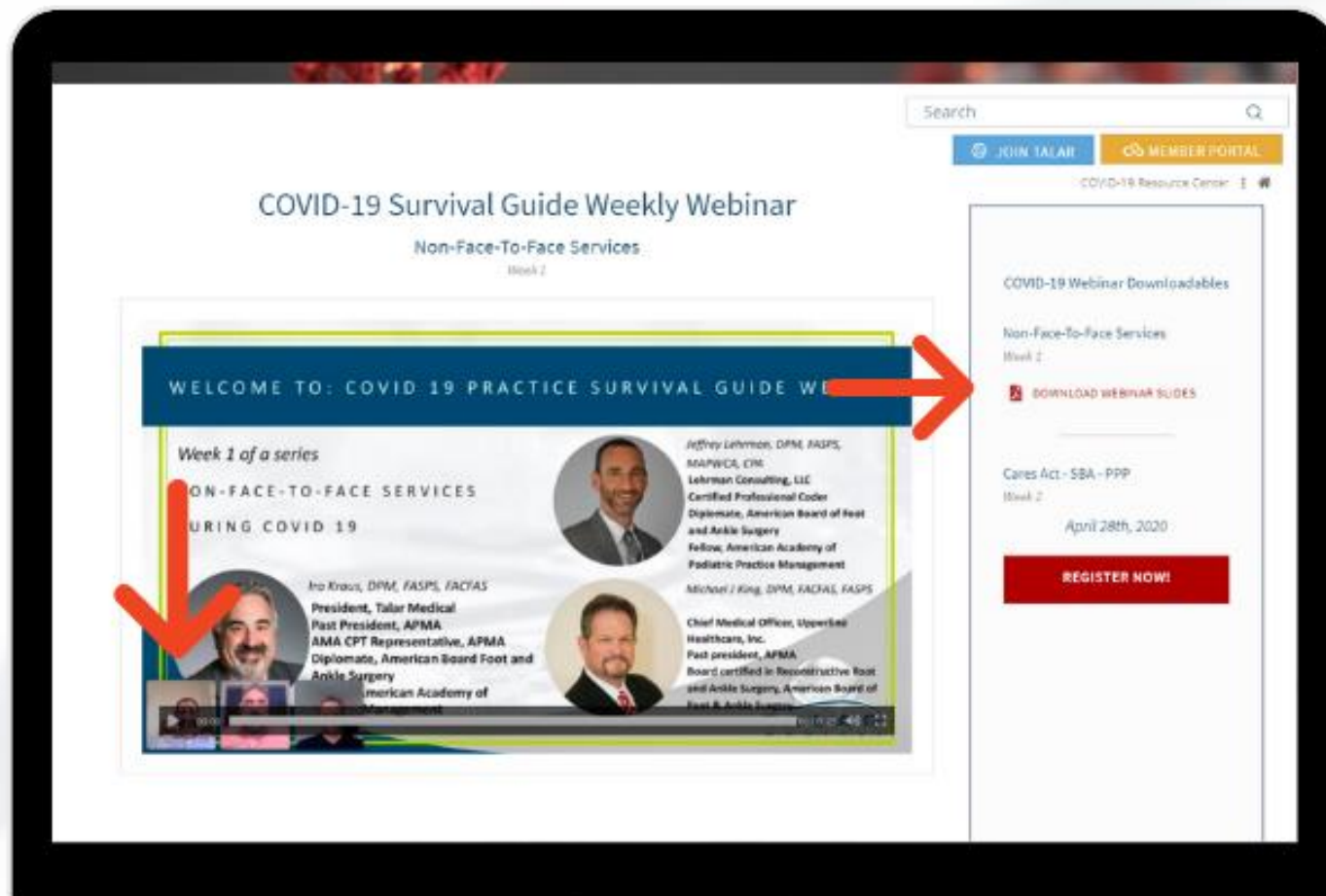
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Would you like to find a replay of tonight's webinar? Find it on our website today!

1. Visit our website www.TalarMedical.com
2. Look for our COVID 19 Resource Center located in the upper right hand corner





Inside the **COVID 19 Resource Center** you will find:

- An archive of the entire webinar series **"COVID 19 Practice Survival Guide"**
- A downloadable version of the lecture slides.
- Updates, news, and information regarding **COVID 19** and your practice



Want to receive a personalized, no obligation medical supply cost analysis?

This is how

1. Send us the products you are currently ordering in excel spreadsheet format. Please include:
 - Current Vendor
 - Item Description
 - Manufacturer Number/SKU
 - Unit of Measure
 - Price
2. Email the spreadsheet to admin@talarmedical.com or visit our website at talarmedical.com/complimentary-medical-supply-cost-analysis/
 - * Can't easily provide the information in an Excel format? We have you covered! Just send us a copy of your most recent receipts. Please note, comparisons presented in receipt format do require longer to turn around.



No More Excuses

Practice Reinvention During the Recently Forced Slow Down

Cindy Pezza, PMAC

President & CEO

Podiatric Practice Management
Consultant



Q: Are you “happy” with your practice?

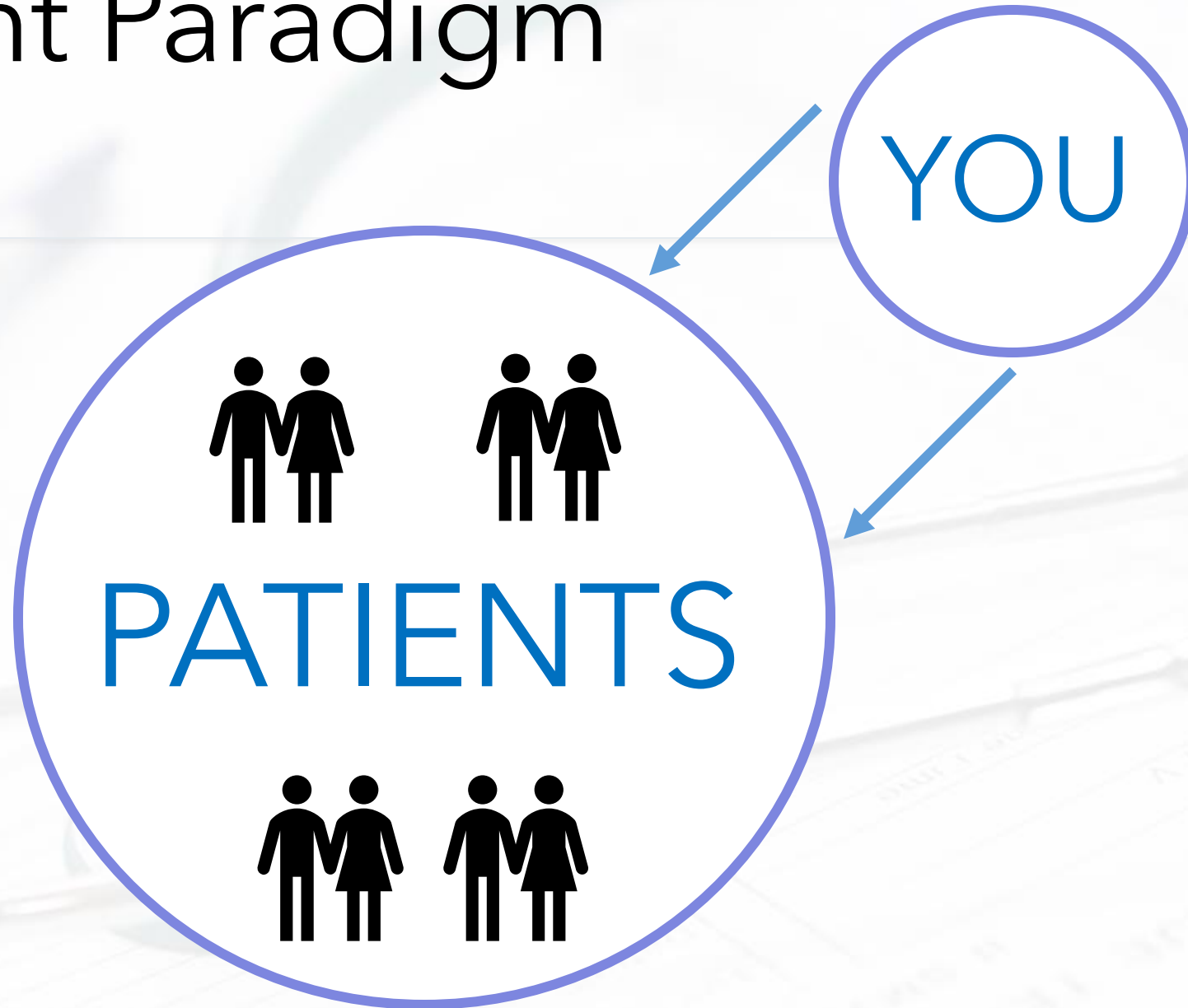
- Think about your average clinic day (pre-pandemic)
 - Do you enjoy what you do?
 - Did you at one point?
 - What changed?
 - How does the reality of your practice compare to the vision you had when you opened?
 - Are you working harder than ever before and receiving less (satisfaction and revenue)?



Standard Paradigm of the "old days"



Current Paradigm



What's the difference?



Advertising vs. marketing



LOOK AT ME



HOW CAN I HELP YOU (the patient/customer)

We will get back to YOU shortly, but first

Allow me to share my
own recent first-hand
experience with
marketing vs. advertising
and the Silver Linings
that I discovered
amongst the chaos of
COVID-19



A forced period of slowdown that we had never experienced before

The pandemic forced us all to slow down and THINK

The need for new direction/ reinvention was upon us

"I don't have time" was no longer a valid excuse

A Pandemic Epiphany OR an Epiphany Pandemic

- At the onset of closures due to COVID-19, I thought I might be out of business... (don't worry, I promise to bring this full circle to demonstrate how this relates to you)
- In response, I used the concepts I have been teaching for years to not only sustain but GAIN clients
 - The difference between marketing and advertising
 - People will invest where they find value



Doctors needed support and information

- On March 16th just days after lockdowns began and panic was setting in, I began sending e-blasts with content catered towards the worries and immediate needs of DPMs (only a small % were current clients).
- I began with condensed content related to Non-Face-to-Face Services (coding, methods of communication, documentation requirements, etc.) and continued sending updates as changes occurred (and there were plenty!)



I also provided tips and tasks to keep doctors productive while they were seeing a limited number of patients (For example)

- Set a timer on your phone and take it an hour at a time
 - Remember, there is no such thing as multi-tasking
- Clean out your desk and office (every drawer, every shelf)
 - If it's not useful or beautiful THROW IT AWAY or RECYCLE IT
 - Get organized by creating and labeling folders (actual and digital) and providing a "home" for all of your "stuff"
- Clean out/clean up your inbox
 - Go through from oldest to newest and determine which emails:
 - require an actual response
 - are too late to respond to; trash them or send an apology email
 - can be trashed or require an unsubscribe
 - should be archived in labeled folders

After receiving immediate positive feedback, I realized that my audience needed more

I began hosting FREE webinars once a week (sometimes more if requested) to provide the most up to date information on Telehealth services, loan and grant information and to maintain positivity and support.



My first "Coping with COVID-19" Webinar/Open Forum took place on March 23rd (June 8th marked our 13th week)!

I then began sending savings tips

- Do some cost comparisons to see if you are receiving best possible pricing from your vendors (also look for additional charges like fuel, handling, etc. that you may not be aware of)
- **If you are part of a buying group, make sure you are taking advantage of available discounts**
- Make a list of all the vendors you order from and what is ordered from each (if a staff member is responsible for this ask them to tackle this and then review it with you)
- Do the same for DME, cash products, etc.
 - Many times, the staff member(s) responsible for inventory and ordering continue to order from the same vendors out of familiarity and convenience. If something as simple as completing a registration form with an alternative vendor is standing in the way of savings thousands a year on commonly ordered supplies or services, now is the time to remedy that.

Next, I started talking about the not so fun stuff (realities of neglect in busy practices) Example 1:

- Take out your employee handbook and dust it off (read through to see if additions or edits are needed to bring it up to speed or into this decade)
 - Example: If your handbook does not include social media and cell phone policies, it is not up to date. Once you update it, print out the addendums and have all staff members read and sign that they understand them.

10 Illegal Interview Questions

Sample Employment Application

Sample Cell Phone and Social Media Policy

Employee Review

Exit Interview

Personnel Procedures Manual

Non Disparaging Clause Example

Job Descriptions

Sample Ad for Staff member

Time-Off-Request-Form

How to speak to a problem employee

VIRTUAL ASSISTANT GUIDE

Performance Probation Letter

Disciplinary Action

Written Warning Sample

Sample COVID-19 Office Plan

Notice to Employees FMLA (for handbook)

FMLA Notice to Employees Poster

Sample Offer Letter for MA

New Patient Coordinator Info

You don't have to re-invent the wheel.

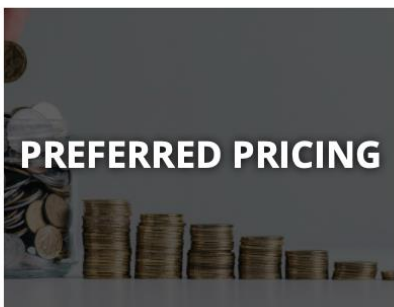
I have you covered

Example 2: Updating office forms and policies and tips for organizing it all

- Look at your new patient paperwork, practice financial policy, orthotic policy, and any other forms that patients are required to complete, review or sign. Update as necessary and replace old forms with new in the office as well as in digital form.
 - Side note: If your patient condition brochures picture an elderly couple in matching velour track suits walking on the beach, it's time to update!
 - Google Drive is a great way to securely share practice forms, protocols, and more with team members (or only the ones who need access and can edit)
 - Make sure your updated new patient paperwork is available on your website along with the link to your patient portal.

And of course I included my favorite; Protocols

- Read through your treatment protocols (most common conditions)
 - THEY NEED TO BE WRITTEN DOWN OR THEY DO NOT EXIST
 - Update as needed (making sure your current products and services are included as care plan options)
 - Review all protocols with front and back office staff and make sure all understand your treatment plans and ancillary services (trainings can be done remotely during reduced hours).



Again. "I got you"



<https://pinnaclepa.com/practice-engagement-program-pep/>



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Practice Engagement Program (PEP)

TELL US ABOUT YOU

Ready to Join?
Choose Your Option:

Monthly Payment of \$99 (12-month
commitment) ▶

Pay for the year and save! Only \$1099!
▶

Active Member?

Log In ▶

New Members Start Here! ▶

Still Undecided?

Learn More ▶

What started to happen?

- More and more doctors began signing up for my subscription service or contacting me for individual help (some who had reached out years ago and never followed up).
- The tables had turned. I was no longer chasing clients.

Good for
you Cindy,
but what
does this
have to do
with my
practice?

(translation)

Use this opportunity to market what you can do for patients rather than tell them what an "awesome" doctor you are.

You have (or should have) all the products and services (in the convenience of your office) to get patients back on their feet.



Diligence is key! It takes approximately 7 encounters (of any kind) to create brand recognition (if your communications are sporadic, you will not be "front of mind").

Change your outlook AND Don't make assumptions

-
- Human Nature is funny, but one thing is certain: people will invest where they find value (what benefits them)
 - Don't assume a patient won't take you up on your recommendation because insurance doesn't cover it, or they appear a certain way. (we all judge)
 - Treat the patient and their condition NOT their insurance card or wallet.
 - Present your custom care plans with confidence (and train every member of your team so they understand the WHYs and HOWs). They play a major role in patient compliance.



The forced period of slow down caused by COVID-19 was the ideal time to rejuvenate or reinvent practices (don't worry, it's not too late)

- It's amazing what a coat of paint will do!
- Spruce things up, clean, organize, think about what kinds of patients/conditions you WANT to treat
- Increase marketing efforts (patients may still be out of work or are back to work and in need of your services).
- EDUCATE, EDUCATE, EDUCATE (podiatry is misunderstood)



The conscious choice
to upgrade from Motel
6 to a Ritz Carlton
experience
("If I don't do it now, I never will")



COLOR STRIP 235

SW 7076
Cyberspace

SW 7075
Web Gray

SW 7074
Software

SW 9162
African Gray

SW 7073
Network Gray

SW 7072
Online

SW 7071
Gray Screen

During the weeks of true slow down (if not complete stop) I helped my practices in ways I never would have imagined.

Tip: Online is a great office color 😊

Quality over Quantity

- As you continue to ramp up your practice, try not to fall into old habits
- Continued precautions may not allow you to safely treat as many patients as you became accustomed to (this is also a silver lining)
- As new patients are scheduled, and existing ones return, think about each visit as an experience not just a chart note and a “superbill.”

What More Can We Do For You?

- Take just a few extra moments with each patient to provide opportunity (ridding you of tunnel vision).
- Utilize newly structured and adapted protocols to make the most of each visit (providing the best treatment options available and setting yourself apart from your competition).
- Train your TEAM members to evaluate thoroughly (asking the questions that lead to additional services that previously would have been overlooked)
 - *Do you ever experience knee, hip or back pain?*



When it comes to ancillary products and services, there are 3 ½ things to remember:



- 1.** Choose only what YOU believe to be the best options (based on outcome, not income) and present with confidence.
- 1.5** Create structured (written) treatment protocols for all commonly seen conditions and incorporate your hand selected products and services into each.
- 2.** Make sure every TEAM member is well trained to understand your treatment protocols so they will be believers too!
- 3.** Do not incorporate any ancillary service that will turn you into a used car salesman!



Less Contact/Better Results

- It will now be more important than ever to provide conservative treatment options that limit contact and exposure and keep patients out of the operating room.
- Consider incorporating limited contact efficiencies in every aspect of your practice (from new patient registration to virtual payment options)

Take advantage of special offers



- Now is the best time to work with your vendors to receive best possible pricing and unheard-of lease/sales terms
 - Vendors are willing to work with you NOW more than EVER, so take advantage!

Stop Waiting for the Right Time



Action
Changes
Things

There is no such thing when it comes to improving your practice and creating a space that inspires positivity and productivity.



Thank You for
inviting me to
speak!

Cindy Pezza, PMAC

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Thank You!

Join us #TalarTuesday, June 16, 2020 at
5 PM PST/8PM EST for "*Compliant Electronic
Communications in the COVID-19 Era and
Beyond*" with guest speaker

Ross Taubman, DPM



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