

Tuning Up Your Practice and Giving It That Extra *SHINE*



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Speak the first greeting

Hear what they have to say

Inspire others

Notice something about them

Encourage everyone

Spring....I am so ready for spring! On my “to-do list” is to have my car detailed. They just seem to drive better when they are clean, right?

Well, let’s compare the carwash to our medical practice... since it’s spring cleaning time! When we drive up to the carwash, we hear things like “Would you like the manager’s special?”

We understand the manager’s special cleans the exterior, the interior, includes vacuuming the dirt, throwing away any trash from inside, removing debris from underneath the vehicle, polishing the wheels, receiving personal attention to apply polish...getting

your vehicle in the best possible shape.

A special manager will do the same for their practice. One of the first things my Daddy taught me about achieving the best possible shine is that the process begins at the top and trickles down....rather than from the bottom up. Once again, this compares to our practice.

Just as we enjoy our cars when they shine, the same applies to our practice. Remember, it starts at the top. When our vehicle is sparkling clean, filled with gas and we have happy people inside, we can’t help but enjoy the view. To keep our vehicles running smoothly, a tune-up is necessary and must be scheduled. I’ve noticed practices that focus on training and retraining have the highest morale and employees that shine. Their suggestions are acknowledged and appreciated, their voices are heard and their opinions are addressed.

We must always keep in mind that those employees who go the extra mile will run out of gas if not refueled. They will lose interest and they will begin to sputter. Eventually they will give up and quit trying. Even the very best engine will wear down.

To get better mileage, we take care of our cars; to boost morale, we must run premium to expect the best.

Spark plugs are known to “light the fire” and keep things running smoothly. We know employees who are “spark plugs.” They cannot keep things running alone though. They need the entire team.

One of the responsibilities of our battery is lighting our vehicle, but its main purpose is to start the engine. Once the engine is started, the power is supplied by the alternator. When the battery and / or alternator goes bad, the lights dim and eventually burn out. It’s difficult to see where we are heading. With a dead battery, nothing happens, trust me, I’ve had one and you cannot even blow your own horn! The good news is batteries are rechargeable, in our vehicle as well as our own battery!

Do you know how your practice is running? After all, it takes a special manager to acknowledge the manager’s special.

My healthcare career began in 1975. Every day has been different. Whether from the desk as the Administrator of a prominent surgical practice or today as an Undercover Patient and Trainer, I have witnessed many healthcare professionals that clearly have a weak battery. Their spark plugs just aren’t firing as they should. Sometimes morale is low which comes with a very high cost. I have witnessed those who begin to lose their passion. Some who come in later and later to the office, and then those who just stop showing up at all. I’ve witnessed “wishee washee” employees; those who kept trying to make a difference but their voices weren’t heard, so they’ve given up.

Perhaps we need to hit the brakes and take a look at the entire facility. It may be time for a **Spring Clean Up and a Spring Tune Up**. Just like our vehicle, if there are parts that are not performing properly, we must replace them. We will not get anywhere with a dead battery. In fact, the more demands placed on weak batteries, the more will be pulled down around them. If we do not address what is not working correctly, nothing else will work. Eventually, everything stops.

With a spring tune up, we focus on boosting morale. When we turn our attention to others and focus on serving others, everyone shines. When we pay less at-

attention to what’s in our rear view mirror and more attention to cleaning our windshield and looking ahead, our climate is better controlled.

Rather than focus on the “exhaust”, listen to and connect with your employees and healthcare professionals. Recognize those who “go beyond” to make the patient’s journey a much more pleasant experience. Acknowledge these deeds in front of others. So to go along with spring cleaning, perhaps you’d like to share gift certificates for a car wash and gas cards when you spotlight the “manager’s special” recognizing someone who has gone the extra mile. Compare the feeling of driving a clean car full of gas vs. a dirty vehicle, running on empty and apply that same feeling in your life and in your business. Encourage others to be the SPARK that makes the difference.

So remember, the batteries to your practice are rechargeable and for a low cost will certainly spark high morale for a professional, friendly medical environment your patients will greatly appreciate. ■

Together, we shine brighter!

*“Training Wheels
in Heels”*



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