

A Prescription For Action

According to the ancient Chinese proverb:

When you hear something, you will forget it.

When you see something, you will remember it.

But not until you do something will you understand it.

That is the challenge I offer to all the readers who have come this far with me: to do something with the information that enriches your life, the lives of your staff and your patients.

Some people say that ‘Knowledge is Power’. I disagree with that statement.

Knowledge applied to a useful purpose is power indeed. But knowledge ruminating in the deep crevices of our brains – knowledge that is not put to good use – is dead weight.

Physicians don’t need that. We need to give the heave-ho to the dead weight in our practices, our lives and our minds.

This book is about practice building but it is also about deconstructing your practice.

It’s about taking stock of what is working and what is not. It’s about finding the 20% of truly productive activities in everyone’s day and maximizing their implementation. It’s about cutting off the 20% of your activities that truly drain you.

Most practices are rife with inefficiency. They are waiting for someone with a big machete to come in and excise the dead weight. Then the practice comes alive.

It’s a well-kept secret, but I’ll tell it just the same. Removing the dead weight from your practice may be more liberating than building it up to higher volumes and revenues.

But certainly if you plan to build and grow, you have to have one hand on your machete to cut down programs that aren’t performing to goal. Even more importantly, to train or fire staff members that aren’t meeting your objectives.

One final note. One of the questions I am most often asked is, “What should I do to build my practice?” I wish I had an easy, dogmatic answer for that. But I don’t.

The truth is a few systems and techniques work in all practices, but several don’t. After I analyze the key metrics of a practice and read patient surveys, I get a feel for what is needed. And in most cases it differs somewhat from practice to practice.

The most important thing is to get started. Start building a vision of what you want your practice to be like when it is fully developed. Start applying the techniques you have learned in this book. If necessary, get expert help in developing and executing your plan.

You can be as successful as you want to be. I hope this book will be the starting point for great things in your practice and in your personal life.