

# 10 Tips to Grow Your Medical Practice in 2020

Even though medical professionals undergo many years of education and training, most of them aren't trained on how to successfully run their own business. Unlike just a few decades ago, attracting new patients today to a medical practice can be more complex. This is mainly because of the digital age in which we live. However, with the right strategies and tools, you can grow your practice. Here are 10 basic tips on how to grow your medical practice in 2020, along with a few considerations and warnings.

## 1. Hire the Right People

You may be a top-notch doctor, but if your staff is rude and/or incompetent, your practice won't be successful. In fact, your staff is your most important asset. In addition to knowing how to run an office, your employees should also know how to effectively interact with people. In other words, your staff should have exceptional people skills. Therefore, when hiring people to work for you, look for clues as to how they relate to others.



## 2. Engage Your Staff and Get to Know Them

Once you've found the right people for your staff, create an environment that makes your employees feel like you're a team or a family. This involves finding creative ways to get to know them better so that they feel valued and can communicate with you about their needs. Why not make a huge deal out of birthdays and other special occasions in their lives? You also may want to consider having some out-of-office socials as well as fun competitions.

## 3. Stress What's Unique About Your Practice

If you want your practice to stand out over your competitors, you'll need to determine what's unique about it and then advertise your brand. This entails deciding what you want your medical practice to be known for. For instance, should it be known for classes in weight loss or women's healthcare? Once you've decided on a brand, stick with it. Consider that patients are looking for a medical practice with a consistent message.

## 4. Offer Phone Training for Your Staff

Because often patients are frustrated and can be unruly when calling a medical practice, it's critical that the people running your front desk know how to tactfully deal with them. Thus, it helps to provide training on how to deal with people on the phone. What's more, phone training is also useful in your staff acquiring the correct information from people and creates a streamline process for everyone. As a result, your practice will grow.

## 5. Provide Patients with Sources of Valuable Information

By giving your patients a wealth of information, both online and offline, you can gain a reputation for being an extraordinary healthcare professional. Besides having health pamphlets distributed throughout your waiting room, create an informative website that offers online videos about health issues facing people today. High-quality professional blogs are also an ideal way to share information and stay touch with online viewers.

It helps to take off your "doctor's hat" occasionally and step inside the minds of your patients. This means putting yourself in their shoes. Maybe the problem is a long waiting period before getting an appointment or having to wait for an hour to see a doctor.

This can mean you may have to stop taking new patients as your "plate is full". When patients have to wait an hour or even longer just to be called in to see a doctor, then there could be a problem with appointment setting. This can easily lead to losing patients. To know if the waiting period is a problem, have patients fill out a form, which includes their wait time.

## **7. Consider Expanding Your Services**

Be aware of any changing demographics in your community and make adjustments to meet needs. Maybe you've noticed that more young families are moving into your area, so you may want to think about adding a pediatrician or Ob-Gyn to your medical practice. On the other hand, you may live in an area with a growing senior population. If this is the case, consider offering free health screening for seniors.

## **8. Send Out Patient Satisfaction Surveys**

You'll never know the strengths and weaknesses of your medical practice until you give your patients a voice. That's why it's a good idea to use patient satisfaction surveys to see what you're doing right as well how you could improve. Not only are these surveys helpful for improving your practice, but they can also be beneficial in keeping your patients happy so that they don't go elsewhere.

## **9. Stay Updated on the Latest Medical Technology**

Just as most industries, technological advancements are constantly being updated in the medical field. If you want your medical practice to grow, you'll need to be sure it's equipped with the most current medical equipment and tools.

Besides having the most up-to-date X-ray machines, be sure you have a portable ultrasound machine. This is a device used for medical imaging. It's both lighter and smaller than ultrasound machines used in the past, making it easy to carry and handle. Some models are even battery-operated. What's more, make sure your practice is protected from data breaches by having the most current cyber-security technology.

## **10. Use the Right Medical Billing Software**

The right medical billing software can make a huge difference in the workflow of your office, besides improve its financial management. Having the correct software can also help in managing billing coding. As a result, this makes your cash flow stronger, and you can have fewer claims denials. Furthermore, high-quality medical software can give your practice a positive reputation for having an office that's well-managed.

## **Other Considerations and Warnings**

Encourage your staff, such as giving positive feedback about how they perform.

Let them know they're a vital part of your team.

Use online patient portals—More and more healthcare providers are using these tools to manage appointments as well as records.