MedResults Network

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Hiring and Retaining Your Winning Employees: Find out how you can improve your practice through your most important asset—Page 1-2.

Potential Cost-Savings for all Members: You may not be using the network to its fullest capacity. Read more on Page 3.

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Hiring and Retaining Your Winning Employees

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The Best Medical Business Solutions

Selecting the proper employee can make or break your medical practice, regardless of your specialty.

Whether that person is an aesthetician, medical assistant, nurse or receptionist, all members of your practice are incredibly important: they represent you, your brand and the manner in which you are perceived by your patients and the public as a whole. A rude receptionist sets the tone for the entire visit... should a patient choose to book that appointment after a less-than-lovely phone interaction. From poor bedside manner to employee theft and clerical errors in your practice management software, curb the issues before they arise with a few of these simple selection tips:

Step #1: Recruitment

- Once you post the position, carefully scrutinize the resumes as they begin to arrive. Eliminate typos, illegible formats and other initial turnoffs.
- Review the length of time the candidate spent with his/her previous employers. Warning signs appear when you see a series of five-month employers, and you don't want to add your name to that list.
- Confirm past employer references and verify your prospect's industry-related experience.
- Perform a background check, and consider the results as they relate to the position. A new bookkeeper, for example, should not be hired if s/he has a history of fraud, embezzlement, or bankruptcy.

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Step #2: Interviewing

- It goes without saying you'll want to conduct an interview in person…not just over the phone. Be sure to review scheduling conflicts. If the possible new employee is unavailable during your peak hours, wish them well on their search, and explain you're not the office for them.
- Consider, when your state allows, a working interview. Use this time to see how your potential new staff member interacts not only with other employees, but with your patients as well. How do they react to the stress load in your office? When the phone rings all day, when there's down time… or no moment to breathe?

Step #3: Orientation and Ongoing Training

- Let your new staff member know right off the bat, about your code of conduct. This should include, but is not limited to, your policies on staff uniforms, body piercings, tardiness and cell phone usage. This should all be included in the easy-to-locate Employee Handbook. (Note we always recommend having ALL employees, both new and existing, sign off on these policies.)
- Training should occur not only when a new employee starts with your practice, but throughout his or her time with you. Ongoing, clear, concise and consistent training, both in your workplace, and taking place as teambuilding outside of the office, do wonders for both employee development and morale.
- When looking at ongoing training opportunities, don't be afraid to look outside vendors, as state and local laws apply.
- Meet with your staff members on a regular basis to go over their performance. Recognize opportunities for improvement as well as outstanding behavior you wish to see duplicated in the future.

Step #4: Incentives to Motivate Staff

- From healthcare benefits to cash bonuses, not all incentives have to come in the form of heavily unloading dollars from your bank account. We suggest flexible schedules, when available, or an extra day of vacation.
- Looking for FREE ideas? A certificate to your Employee of the Month costs you only the ink from your printer, as does posting a duplicate version of the certificate in your reception area for patients and clients to see.
- Include an 'Employee of the Month' section in your office's monthly eNewsletter, and ask your clients to show their gratitude when they see your staff member in the office on their next visit.
- Looking to make an investment in your staff's education…and the education of your practice? Consider taking them to an industry conference. We can almost guarantee they'll come back motivated and servicing your patients better than ever!

Jay A. Shorr is the founder and managing partner of The Best Medical Business Solutions, assisting medical practices with the operational, financial and administrative health of their business. He is also a professional motivational speaker, an advisor to the Certified Aesthetic Consultant program and a certified medical business manager from Florida Atlantic University. Mara Shorr serves as the Vice President of Marketing and Business Development; a national speaker, she is a Level II and III Certified Aesthetic Consultant utilizing knowledge and experience to help clients achieve their potential. They can be contacted at info@thebestmbs.com.

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$150

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