

## Make the New Year a Better One

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If you are like most people I know, you are more than happy to see the rest of 2009 pass by. For most of us, this has not been our favorite year, to say the least. Between our country's poor economic health and the specter of adverse health care reform, this year has been a challenge. But as we look forward to 2010, what do we see? Does it look different than 2009? The old adage comes into play here: "The definition of insanity is doing the same thing over and over again and expecting different results."

Next year will not be the kind we want unless we take action *now* to make it so. If the only variable you are depending on to make 2010 a "better year" than 2009 is an improved economy, you are leaving your fate in hands you can't control.

Right now, you and I have about 45 days to make decisions and plans that will be the beginning of a much better 2010. We can put into action new initiatives that will let us greatly *influence* (notice I didn't say *control*) our future. For example, here at MPA Media, we have done several things within our organization to make our 2010 much better:

- *Established a new publication.* As discussed in my [Nov. 4 report of findings](#), *Dynamic Chiropractic PracticeINSIGHTS* is a monthly publication providing tools, tips and other information to help you achieve greater success in your practice. The first issue will be coming to you this January.
- *Brought control of our circulation back in-house.* Last year, for the first time in our history, we outsourced control of our circulation. Since then, we have invested in new software that allows us to bring it in-house with much greater efficiency.
- *Invested in new software.* We have just complete the installation and are now live with a new software system that upgrades what we were previously using throughout the company. This has already resulted in greater efficiency and much better customer service.
- *Added new people to our team.* While most companies are laying off good people, we made an effort to reorganize so that we can hire new people to strengthen our team. In addition to a number of other positions, this includes a new art director who will help us enhance the look of our publications and Web sites.

What about you? What changes can you make in 2010 to upgrade your practice and even your personal life? There are a number of things you can do to make 2010 much better than it will be if you keep things the same. Here are a few questions to ask yourself:

- What else could I be doing become a better doctor of chiropractic than I was last year?
- What changes should I make to my clinic that will enhance my patients' overall experience and encourage more referrals?
- How can I provide more information to my patients about the importance of chiropractic and how it is effective in maintaining their health?
- What additional services or products would my patients like me to consider as I address their health and wellness?

- On the personal side, what can I do to improve my relationship with my spouse or significant other, children, parents, relatives I haven't spoken to in years, or friends with whom I've lost touch of late?

Chances are good that 2010 will be a better year than 2009, even if you don't do anything new. But with some thoughtful planning, you can make it one of your *best* years. It can be the New Year you always hoped to celebrate.

NOVEMBER 2009