

The Perfect Formula

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What is the perfect formula? $E=MC^2$? $1+1=2$? The search goes on. I really don't know if there is a perfect formula for anything, but for years I have looked for the perfect formula to make a doctor successful.

Two doctors open an office. They both get equipment and keep their finances at a reasonable rate, advertise, and vigorously to promote their practices. However, one will succeed and the other will fail. What went wrong with our second doctor? Why did the one doctor become successful and the other just flounder?

Was it location? I have spent a lot of time examining that part of the formula, and have come to the realization that if location were the most important element, doctors would have their offices in the middle of the expressways to get the best exposure! I have seen very successful offices that were stuck in the back in a medical complex - and it was difficult to find them, but the patients did. So, if location is not the answer, what is?

Is the most important thing a sign that can be seen for miles in every direction? Will a sign really make people stop their cars and come in? Again, some of the most successful offices I have seen have had signs no larger than what you would see on any professional's office. That seems to "blow" that theory away! What is it then?

Maybe the perfect formula is having the best location in the Yellow Pages with the largest ad with the most colors and a picture of the doctor. Is it? That may help, but based upon some of the ads I have seen, they may scare more people away than they attract! Advertising is important, but isn't the only thing.

Let's see, we have talked about location, signage, and Yellow Pages advertising - all-important and part of any perfect formula - but not the final ingredient that makes it all work. I have seen, and I am sure you have also, doctors who have all the above and still struggle. What else does it take to create this perfect formula?

There is one component that I haven't mentioned. It's one that is hard to quantify, but without it, nothing works. It is the catalyst that puts it all in motion. What is the name of this magic ingredient? It is you, but not just you. That may sound like a contradiction, so let me explain it this way:

"Successful people do the things that unsuccessful people are not willing to do."

That basically says it all. Best location; biggest sign; biggest and best Yellow Pages ad. That is all great, but without the willingness to do whatever it takes to be successful, you have a formula without the catalyst. Some have a poor location, poor signage, and no Yellow Pages ad, but they have the drive

to make it happen. What happens with that scenario? I think you already know.

I have a client who is located in a small town that already has quite a few successful doctors, but in a short time he has built quite a successful practice, and it is growing every day. Whenever we chat, he always wants to thank me for my help. I always remind him that it is not me, it's he that makes it all work. He is willing to do whatever it takes, and most importantly, he does.

So, you see, there is no magic formula or special training that you need to become successful. I don't care what the ads say in the various journals. The practice management people can help in a lot of ways and give you some insights and suggestions, but when all is said and done, it boils down to just one thing: you. Never forget or lose sight of that. Most of all, remember to become successful and do the things that unsuccessful people are not willing to do.

I once wrote in an article: "You don't get paid for what you do. You get paid for what you get done." Need I say more?

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