

Dynamic Chiropractic

YOUR PRACTICE / BUSINESS

Yada, Yada

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The language of our times. It says nothing, but it really says a lot! It amazes me that this simple phrase has crept into our everyday conversations. I wonder what would it be like to hear this in a report of findings?

"As you can see from the x-rays, Mr. Jones, you have a subluxation, and with treatment we can correct the problem. It will require that you come to the office for adjustments, yada, yada, and we will bill your insurance company, yada, yada, and the balance will be paid by you. As you can see, chiropractic care can correct this problem, yada, yada."

What do you think? Will your patients respond? They might even respond better based on some of the "scripts" that I have heard being used by some chiropractors! Yada, yada, what's your story?

To make this column as brief as possible, I am not here to sell you old videos of Seinfeld. My purpose is to examine a few areas of your life, yada, yada, and see if we can shed some new light on them and improve things for you. In other words, yada, yada.

Here are some simple questions for you to ponder:

Do you have an office manual that spells out all the rules and regulations, yada, yada for your office and employees? Think it might be a good idea?

Do you have job descriptions for all the people who work in your office and out what you expect them to do, yada, yada? Think it might be a good idea?

If you have the two items mentioned above, do you also have a signed receipt from your employees stating that they have read, understand and will comply, yada, yada, with all of the above? Think it might be a good idea?

If you don't have these two items and you have employees, what are you waiting for? Are you waiting for the EEOC to move in and keep you company for the rest of your life? Believe me, that's no yada, yada!

Do you have a business plan, one that is written and gives you some focus? Think that might be a good idea? Both for a business plan and to bring some focus to your life.

Do you have some goals that you have set? Are you aware that everyone who has goals really has two of them -- the one that they are "aiming for and the one that they will "settle" for. What are you aiming for? Do you really know? What will you settle for? Ever thought about that? Think maybe it's time to define both of your goals?

Do you have any insurance? Do you even have a clue why you have what you have? Are you paying too

much for what you have? Is everything covered that is supposed to be covered? When you call your agent for answers to these questions, do you get answers or just yada, yada?

How about your bank, or should I say the place that keeps your money and charges you to use it? Have you got a good deal there, or do they have a good deal with you? Ever wonder about that? Ever think about how high is the sky? That may be easier to figure out!

Do you have a stockbroker? Does he allow you to share in some of the profits that he makes with your own money? Never heard it expressed that way? Maybe it's time you did.

Do you have an accountant? Are you happy with that person? Better yet, are you happy with the advice for the money you are paying? Can you read those statements that they give you, or is it just a bunch of yada, yada that you are paying for?

Do you have an attorney? Do you really need one? I have heard them referred to as being like earlobes: we all have two, but unless you wear earrings, you really don't need them. Do you wear earrings?

All of the above are your employees. Yes, I said employees. They are all on your payroll. My question to you is, are you getting your money's worth? Maybe it's time to sit down and evaluate each of them and see if you are. If you aren't, fire them.

Never knew you had so many employees? Well, it's time you did so you can start treating them that way instead of them treating you like an employee. If you think about that one, you will soon realize that I am right, and that's no yada, yada either!

By the way, while I am on the subject of employees, you have one more employee that you allow to just be as lazy as it wants to. It will work for you seven days a week, 24 hours a day and never ask for a holiday. Want to know what it is? It's your money! Is it doing the best job for you full-time? Don't fire it. Make it really work for you.

Have you ever taken advantage of my offers for additional information if you just send me a self-addressed stamped envelope? Why not? I know you are just too busy with your practice, yada, yada. Sounds like you are full of yada, yada!

Did you know that building a successful practice is not an event? Are you surprised by my comment? You shouldn't be! Like I said, it is not an event. It is a process. I suggest that you think about that statement very carefully. It is important that you understand this so that the next time you plan an "event" to get additional patients and the results are poor, you won't panic.

Did you also realize that building a successful financial program is not an event unless you won a lottery? It is also a process. Have you started your process? You do it one bite at a time.

Here's another question for you. What do successful practices, financial success and eating elephants have in common? Take your time on the answer. Answering this is not an event. It is a process. To help you out a little, I can say that the answer is not yada, yada!

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