

Are You the Best "Point Person" for Your Practice?

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One of the best ways a chiropractic assistant can become the most valuable player on the team is to be keenly aware that they are the practice's "point person." A point person is the one who makes the first impression of the practice, as they are usually the first person to speak to a potential new patient. The point person must remember that it's not always about what you say, but *how* you say it that leaves lasting impressions in people's minds. And you don't get a second chance to make a good first impression.

In today's service-based world, most chiropractors realize the importance of having an "A" team. However, the most important aspect doctors must acknowledge is leadership. You can't expect to grow and establish an "A" team if you don't have a first-class leader. The point person on a team plays a tremendous role in the practice for many reasons:

- The point person is the first person with whom a potential new patient, attorney, physician or anyone calling the office for the first time speaks.
- The point person is also the patient coordinator, the one scheduling multiple appointments and wellness workshops (health care class), and the one who handles all money.
- The point person reinforces patient compliance by backing up the doctor, thus helping with patient retention.
- The point person can more easily ask for referrals from existing patients because of the relationships they have built.
- The point person usually knows more about the patients than anyone else due to ongoing relationship-building.

Here are five keys to becoming your team's superior point person:

- Strive to be your best by continually reading, attending seminars or training, and practicing what you and your doctor preach. In order to truly help people and be as authentic as possible, you need to ensure that you are on a steady path toward personal growth. Get adjusted, eat well, exercise, attend seminars that focus on chiropractic philosophy and personal growth, and truly absorb yourself in the chiropractic and wellness lifestyle.
- Be a good listener. As important as it is to say the right words, it is equally as important to listen to what the other person has to say. Don't just listen - *really* listen. Make sure your body language shows you are listening too. Back up your verbal words with what your body says.

- Be a good leader: set by example. If you're looking to be the true point person for your "A" team, then leadership must be within you. Lead by example. This is truly the best way to build character and morale in your office. If the rest of the team sees your success, they will want to be like you!
- Know your chiropractic material. Are you well-educated in chiropractic philosophy? Could you teach a "mini" version of your doctor's health care class? It's very important to not just talk the talk but to walk the walk!
- Maintain excellent organizational and time management skills. Not only will this help you become an excellent point person, this will help you lead a more successful, happy and stress-free life. Organizational and time-management skills are the foundational building blocks to achieving your lifetime goals.

I want to go back to my point about the doctor being a good leader. In any well-run business, there has to be a good leader in order for it to be highly successful. If the doctor is well-trained, has been involved in coaching and practice-building organizations, knows the legal, moral and ethical values for success, is open-minded and has policies and procedures in place, they are better prepared and more likely to have a successful practice. To better lead their point person, the doctor should do the following:

- train, train, train with consistency;
- reward the behavior they want;
- talk the talk and walk the walk; and
- communicate well.

In some cases, the point person is considered to be the office's "go-to" person. However, I like to think of the point person as the MVP of the practice. Wouldn't it be interesting to determine at your next staff meeting if your practice clearly has a point person? And if so, how do they portray these qualities? If not, maybe someone stands out and could act as this person for your practice. Regardless of whom the point person is, every successful practice has one. Could this person be you?

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