

Are You Passive or Active ?



A VIEW FROM THE FOOT

Well, this is the last of my current newsletters and I trust they have given you some food for thought on some aspects of what I find successful in running a modern 25 year old podiatry practice in Ireland.

This newsletter will deal with discussing whether you are passive or active in progressing your practice to succeed. I have also included some hyperlinks to some useful sites. Enjoy.

With the Irish and World economies coming out of recession can you afford to be sitting on your hands and hoping your practice will just grow of its own accord.

If you are passive in your outlook and just think that by putting a nameplate up and turning up each day at your practice is all you are prepared to do to try and attract patients into your clinic then, particularly in these times, I really feel you will be struggling to earn a living.

From 1984 I have been in practice there is not one year that has gone by that I have not been active in creating some kind of marketing project (whether big or small) to promote my practice services to my community.

Here Are 10 Active Marketing Projects I Have Undertaken In The Past 25 Years

- **Weekly Postal Reminders**

This service, as I have mentioned in newsletter 2, has stood the test of time in not only minimizing failed appointments but also putting my name in peoples doors so family and friends also know about my clinic.

- **[Practice Promotion Booklet / Web Page](#)**

I produced a professional booklet for my clinic by my third year in practice. Periodically this has been updated and the latest booklet formed the template for the clinic web page. (see www.kirkfieldfootclinic.com at the bottom of the page)

- **Professional Letterhead / Stationary**

Investing in good quality paper and design layout is essential in portraying a professional image to your peers such as referring GP's and colleagues. Always go to the effort of typing letters to create the best impression.

- **Itemize Your Receipts**

I have a professionally prepared receipt that I issue to all my patients. This lists all of my professional services. I simply tick the service performed and the patient pays the fee to my secretaries. This receipt, in listing all my services, provides an excellent method of telling my patients of all the other services I provide such as injections, silicones, foot orthoses, surgical procedures, prescriptions medicines etc..

- **Phone Any New Patient**

Make the effort and phone to remind these patients about their appointment 48 hrs in advance. Such patient's have not established a full relationship with you and if they are not going to keep the appointment then at least you will not be wasting your time hanging around waiting and some other patient can use the slot .

- **Periodic Yearly Postal Reminders**

When I had my old manual record card system I used to keep an up-to-date filing cabinet and once yearly then transfer record cards from this into other long term storage filing cabinets. I would also send out a small reminder card to these transferred patients, stating that it had been some time since I had seen them and the note would encourage them to make an appointment to see me if they were having any foot trouble.

- **[Run A Clinic Time Outside Normal Hours](#)**

Patients appreciate this. I live in a Dublin suburb and a number of my patients that work in the city appreciate the late Monday clinic that I offer them.

- **Get Out And Speak**

There are many groups throughout the country who would be happy to hear about foot health. I have spoken to Runners Groups, Diabetic Support Groups, Old Age Pensioners Groups and many others through the years. No better place to bring along some practice brochures.

- **Write For Publications**

There are numerous small and big publications out there. Editors are dying for well written text to print. When you become aware of print circulation then again the effort is worth while in marketing your practice. I have written for "The Irish Times", "The Irish Farmers Journal", "The Fire Fighters Journal", "Garda Siochana Journal", "Podiatry Management I have also written for smaller publications such as "Irish Runner Magazine" and "Run Ireland. Com and Podiatry Now

- **Send Thank You Notes to Patients**

A sincere thank you is an excellent way to acknowledge a patient who took the time to tell another patient about you. When first in practice I used to have an army of about three hundred patient missionaries. These were patients who kept spreading the word about my practice and I took the time to write and thanks them for each patient they sent.

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