

10 Common Characteristics of Highly Successful Practices

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Who am I to decide:

I am a veterinary dermatologist currently enrolled in an MBA program. During the last year, I have had the wonderful opportunity to visit dozens of great practices (through the Novartis LEAD and Pfizer's Partners for Success programs). During these visits, I was able to learn many lessons from successful practices. In addition, I have listened to many practice managers, sales reps, and business people much smarter than myself. What I have learned is that there are common behaviors that are found in most of the truly great clinics: THIS is THAT list.

Immutable Lessons from the Road:

1. All staff members are motivated to solve specific client problems with practice specific protocols formulated to implement the "Best in Class" treatment options.
2. The mission statement includes a commitment to the highest quality of practice (not the cheapest).
3. Staff rounds are conducted to educate everyone in the clinic on the most common diseases and the practice's protocols treatment.
4. All staff provides consistent client education and treatment recommendations: the same message from the front to the back of the practice.
5. The doctors are removed from all treatment cost discussions: decisions are made based on medical appropriateness not negotiated based on cost.
6. Follow up counts.
7. Technicians are used to their full potential: great knowledge, tremendous ability, and enthusiasm produce an effective patient advocate that functions like a physician's assistant.
8. The receptions are recognized as the store front window of the practice.
9. Great emphasis is placed on disease prevention not just finding and fixing problems.
10. All employees play and hug the patients.