Success can be achieved without lying, cheating or stealing it will just take us little longer but I certainly believe it can be achieved. Some corporations do believe character or ethics don’t matter, all it matters is bottom line. This may be true if you are in business for short term but definitely not for a long term. People trust us with their health and I won’t take it for granted or lightly. You can achieve anything you want if you have determination, persistence, and patience. Patience is very important especially now when we are getting busy. Everyone including myself has only one purpose which is to serve our customer well. We will grant any reasonable requests from a customer. If an employee constantly takes advantage or is not the right fit for the team then I will just get rid of them. Similarly, if a customer is too much of maintenance then cut them off. It’s too much of a hassle dealing with them but on the other extreme, if a customer is a pleasure to deal with then you must go out of your way to help them. You must stand up for the right thing, no matter what the consequences are-don’t make any decisions on how profitable the trade will be. I want to begin offering 1 on 1 care, the therapist will be with the patient for the hour. Each session will be 1 hour long and there won’t be any P.T aide. This gives the therapist the ability to give 100% attention to the patient and solve whatever they are trying to solve.

The only real competitive advantage you have over anyone else is the ability to acquire knowledge faster than your competitors. Don’t wait around for the right opportunity, go get it even if it is inconvenient to you. P.T’s-I see different techniques and methods as different tools that should be chosen depending on the task. There is no tool that is better-you would choose scalpel or a hammer depending on the task. Similarly don’t be rigid on the techniques or methods for treatment of pain. The most important thing for the patient is to reduce the pain and get on with their life-keep that in mind and choose whatever methods or techniques. Don’t forget the importance of massage for muscle spasms and cross frictional massage to prevent adhesions. I personally have good amount of success with MFR techniques with trigger points. Don’t limit your treatment to heat and e-stim. That is the warming up the part that you indented to work on with other techniques and methods. In most of the clinic they just do heat and e-stim and stop half way wondering how come we are not making patients any better? Don’t do that, adapt excellence and passion into whatever you do.

Front desk- give the appointment as soon as possible even if you have to play around with the schedule, remember they are in pain. Make it as early as possible (same day if possible) as you would not want them to be in that state of pain and suffering. Remind them about free book regardless if they decide to come to us or not. Whenever we get a call from new patient-transfer the call to Dharmi and when she is done she will transfer it back to you to get all the insurance details. Not every caller will be in a good mood-that is expected, deal with it diplomatically and don’t take anything personally.

Transportation people-you are the face of the clinic on the road, slow down if you have to change lanes. Do not cut off anyone, I do not want you to get into any kind of road rage. Give in without any hesitation even if it is the other person’s fault, it’s not worth fighting it, even if you win the argument we will lose as a bad name for the clinic. Try to be on time-it’s good for the patient and therapist who is going to see them in the allotted time but don’t rush, obey traffic rules. Always keep in mind the safety of you as well as the people who trusted us make their health better.

P.T aide should make every patient comfortable so they can relax completely and get on with their rehabilitation. You should have good rapport with your therapist-do the things expected of you before the therapist even ask you!

Billing people should have lot of patience in explaining complex insurance matters to the patient who has no idea about how it all works. Keep in mind that you are the expert and not everyone is at your level.

Business is not a solo sport but a team sport which means we need each other to succeed. Without any doubt, I am certain that we can get ahead if we can remain to complement each other.