If you printed out the handout, I would encourage you not to look at it until the conclusion of this course. As we get into this presentation, you’ll understand why. 😊

* Alice in Wonderland

“Begin with the end in mind”*

*Steven Covey

If you don’t know where you’re going, any road will get you there*

SAN DIEGO

HANDOUTS

If you printed out the handout, I would encourage you not to look at it until the conclusion of this course. As we get into this presentation, you’ll understand why. 😊

* Steven Covey

“Begin with the end in mind”*

*Steven Covey
Quaint little towns

Interesting restaurants

clipartof.com/14814
Beautiful and historic B&Bs

Olympic Pole Vaulter

EVERYONE STAND UP!

“I threw all my energy and preparation over the bar and” the rest of me followed.”

GOAL ACCOMPLISHED – TIME TO SET ANOTHER GOAL

Anyone who is 100% satisfied, ecstatic and deliriously happy with EVERYTHING going on in your life right now, have a seat.

“If you keep on doin what you been doin, you gonna keep on gettin what you been gettin.”

*Zig Zigler

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Medicare Reimbursements

• 13% reduction in standard cataract Sx
• 21% reduction in complex cataract Sx
• 20% reduction in technical component for 2nd and subsequent diagnostic tests performed on same day
• 2% gov’t mandated sequestration cut on all Medicare reimbursements (including MU)

GOAL ACCOMPLISHED

Can’t control Medicare reimbursements, but you can control how you react to them.

First quarter 15% revenue decline

Goal: Determine the source
1st Strategy: Look at patient numbers
2nd Strategy: Look at commercial fee schedules
3rd Strategy: Look at Medicare reimbursements

GOAL ACCOMPLISHED – TIME TO SET ANOTHER GOAL

• 13% reduction in standard cataract Sx
• 21% reduction in complex cataract Sx
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GOAL ACCOMPLISHED

Strategy: ASOA Business EyeMail
• Optical shops
• Ancillary services (e.g., cosmetic Sx and services, osmolarity test testing, etc.)
• Hearing services
• Patient reactivation program

GOAL: Replace some/all lost revenue
Follow-up strategy: Call administrators with patient reactivation programs
Next follow-up strategy: Call company and arrange demo
Next follow-up strategy: implement program

**Goal accomplished!**

Nasal adhesive strips

Various oral surgical procedures

Disruptive and not doing job she was hired to do

Hiring New Employee

MBWA

My Savvy
The Right Way to Fire an Employee

In the event that an employee must be fired, there are several important steps that should be taken to ensure that the process is handled properly.

1. **Two Potential Actions (Goals)**
   - Fire the employee
   - Help the employee turn things around

2. **How do you get the employee to change?**

   - Outline transgressions
   - Outline practice resources you will devote to turning things around
   - Establish a deadline (3 months)
   - Attach job description
   - Prepare signature and date lines

3. **First Things First**

   - Brief synopsis of meeting purpose
   - Ask employee if she would like to turn things around.
   - If yes, proceed with plan
   - If no, fire immediately

4. **Firing the employee**

   **How do you do that?**
   - Get advice from HR professionals
   - Get advice from labor law attorney

5. **Problem Employee**

   Early in the week and early in the day
   - Tuesday AM ??

6. **When to fire**

   - Early in the week and early in the day
   - Tuesday AM ??

7. **How to fire**

   - Call employee into your office
   - Have a witness present
   - Invite employee to work elsewhere
   - Don’t drag things out
   - Collect practice possessions (e.g., keys, laptop, etc.)
   - Ask employee whom she would like to see her out???
What’s the very next goal?

➢ Hire a replacement?
➢ Address practice security policies?

Sometimes the strategies required to reach life’s goals are difficult and unpopular.

➢ Sometimes the strategies required to reach life’s goals will test your resolve!

"You can have anything in life YOU want by helping enough other people get what THEY want."*

*Zig Ziglar paraphrase

Chinese Proverb or Fortune

“If the table moves, move with it.”

What do you thing that means?
Losers Limp

MESSAGE: Don't make excuses when you don't achieve your goals. Establish new goals and strategies for achieving them and get back in the game.

Back to Pole Vaulter

What if the Olympic pole vaulter had failed to clear that height? Losers limp or get back in the game?
MESSAGE

The choices we make today determine the opportunities that come our way tomorrow.

“Live so that you wouldn’t be ashamed to sell the family parrot to the town gossip.”
– Will Rogers

TEAMWORK
What did teams have in common?

- All wanted to win regular season SEC and SEC tournament.
- All wanted to be invited to NCAA tournament and win it once there.
- All sacrificed individual goals and accomplishments for the team good.
- All understood that if the team was successful, so also would they be.
- 5 first round NBA picks – 1996 champions

MESSAGE

If ultimately the team is successful, so also will everyone associated with the team be successful.

1978 Champs
- Jack Goose Givens got the nickname Goose because he started a goose rescue service.
- Jack Givens – 41 points; record by Bill Walton with 44
- Beat Duke 94-88

“The better part of me is we”*

*Dale Brown

Sacrifice individual goals and accomplishments for the team good.
RULES
• Listen to me
• Watch my slides

“I WILL TRY TO DISTRACT YOU!”

“I feel like a pink flamingo!”

My legs hurt!

“I’ve got a cramp!”
Are 2 minutes up yet?

Laugh hysterically

NEED TO USE THE POTTY?

You all are guilty of that losers limp. But, In your defense, I set you up!

Gotcha!

There is no limit to what you can achieve so long as you don’t care who gets the credit?*

*Paraphrase from Presidents Lincoln, Truman and Reagan
Life is tough; but, if you’re tough on yourself, life will be a whole lot easier on you.

Set your goals
Plan and implement strategies to achieve them

Helping other people get what they want helps you get what you want.
There really is no limit to how far you can go if you don’t mind who gets the credit.

“A man without a goal is like a ship without a rudder.” – Thomas Carlyle

Then you’re well on your way to San Diego!

Thank You