

Everything depends on trust, whether it is personal or business. You will second guess every decision your life partner makes if trust is low. It is a nightmare knowing that he or she is walking around with a credit card in hand so trust is a must, otherwise you will go crazy as well as drive the other person crazy. In business it is no different; our patient's took the initial step of trusting us with their health. Trusting us with their health is amazing, this is exactly why we should have so much respect and admiration for patients. No business should ever let their clients down. When we recommend them to buy a rock, they do it without second guessing. Our patient's know very well the rock we are recommending will be a rough diamond otherwise we would not do it. This sacred trust has been there for nearly seventeen years and will always continue. This is one of the reason I do not want you to recommend a product if you strongly believe it will not greatly benefit them. On the other hand, if there is a product out there that can help them achieve whatever they are trying to achieve then you must enthusiastically recommend it. Let the therapist recommend the patient the most appropriate product that will help them, front desk doesn't need to do it. However, you must sign people up for FREE workshop that includes lunch and give out FREE self treatment books. There are no excuses for not doing it. They don't even have to be our patient to be eligible for these! Aides/companions will fall into this group.

Yes, we are a profit organization but that does not mean we have to make money any way we can. As Zig Ziglar said "you can get everything you want, if you help enough people get what they want". We can make all the money we want as the byproduct of helping others achieve whatever they are trying to achieve. The primary focus for us is to help others not to make money. Knowing that we will make a difference in someone's life is enough for each of us to jump out of bed every morning. There will be handful of people that might make your day miserable but if you can remain as the terrific person you are then you can impact so many people in a positive way. It's an amazing feeling knowing your actions helped someone achieve their goals. It is just a matter of time before we grow big so be little patient.

There is a very specific protocol we follow regarding no shows and last minute cancellations. In which the first time they are excused, second time they have to pay for the time. Only make the next appointment after payment has been received otherwise don't see them further. If it happens a third time, even if they are willing to pay for the time slot- stop seeing them. They wasted a time slot. If they had informed us earlier, a patient in pain could have used it. I have no sympathy for such callous people who have no regard to their fellow human beings. Don't waste your time with people who are not serious about their rehabilitation. On the flip side, every one of us is held accountable for every action we take or don't take. Each and every time slot should be used. Even the very last one, don't feel you will be late-no one is holding you against your will. If you are afraid, you are going to be late then don't work that shift but there is no excuse for shortchanging the patient that is under our care and protection (Jay Abraham)

The rules for me are the same as yours so as long as I don't slack off, you better be on top of things. We all have to be held accountable to higher standards. Don't ever forget the reason why we are here and why we do what we do. One of the reasons is to assist our patient so as long as they are serious, go out of your way in helping them. If they are not, don't even waste time for such individuals. Help the people that want to be helped.

Just like how it is in your personnel relationship, the value you create is what counts not how many years you been with the company. You and I must constantly create value for the company and patients. The one thing every one of us should be asking our self is "how can I add more value". When the value we create is high, the trust among each of us and towards the patient will be high. In fact, when the trust is so high without any doubt, we will be thriving in the coming decade. We will be the only sensible choice for potential patients.
