

Behind the Braces: Balancing Clinical, Marketing, and Patient Care

Managing multiple roles in a practice:

- Patients come first
- Have committees that you can delegate tasks to
- Think about what you can preplan and where you can be proactive
- Block out time for your specific roles and tasks, try not to just "fit it in"

Collaborating with the team:

- Be engaged with each other
- Let go of control and trust your team
- Have strong communication

Getting the team engaged especially with social media:

- Know your strength and know the strengths of your team members and USE THEM
- When leadership (especially the dr) gets excited to "play along" the team typically gets excited too
- Create moments that are real and show who you really are

Helping your doctor or team members see the value in social media:

- It may be a lack of understanding so be willing to explain how things work
- Understand how people search and how social media plays a role in that
- Truly highlight and embody the voice and vision of the practice

Strategies to promote the practice while staying true to the values of the practice:

- Truly highlight and embody the voice and vision of the practice
- Let people be who they naturally are
- Be so good to your team as a leader that they want to help the practice shine because they value what they get to do
- Care about people and they will care back
- Build trust and create messaging that supports what you truly deliver as a practice

How to stay motivated:

- Find something that grounds you and remember why you started
- Consistently show up as you really are

Advice for starting a new role or starting to work in the orthodontic/dental industry:

- Be okay with being uncomfortable, this discomfort will serve you in your growth
- Have curiosity and a willingness and desire to learn and really excel at your tasks

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