HUDDLE UP!

DURING MY PRESENTATION, I HOPE TO SHOW YOU THAT IT'S POSSIBLE TO SET GUIDELINES & BOUNDARIES WITH YOUR STAFF, TO HAVE JOB DESCRIPTIONS IN PLACE, TO HOLD EMPLOYEES ACCOUNTABLE FOR THEIR ACTIONS, AND STILL HAVE A WINNING TEAM...

1. Practice Administrator
   - Angel Seymour
   - Brian M. Brown, M.D., Inc.

2. Financial Disclosure:
   - I have no financial interest in presenting for ASCRS, nor do I receive compensation from any entity I may mention during this presentation.

3. Rules
   - We ALL have them
   - We ALL need them

4. Guidelines
   - Boundaries
   - Limitations

5. Know when to STOP
IDENTIFY THE “CHAIN OF COMMAND”

Dr. Brian M. Brown, President/Owner
Optical
Clinic
Billing
HR-IT-PI-YOU
NAME IT!

Angel Seymour, Practice Administrator

CAN YOU HAVE POLICIES & PROCEDURES IN PLACE AND STILL HAVE A “WINNING TEAM?”

Policies

Make things fair for all groups of people and should not be different or special for any one individual and/or group. It does not matter what race, religion, age, or sex you are, nor how long you’ve been there or how much money you make.

Policies protect everyone:

The plans, policies, and procedures described here, they are not conditions of employment. The Practice reserves the right to modify, revoke, suspend, terminate, or change any and all such plans, policies, or procedures, in whole or in part, at any time, with or without notice. (Please check the modified date at the bottom of each page to ensure you have the latest policy.) The language used in this handbook is not intended to create nor is it to be construed to constitute a contract between the Practice and any one or all of its employees. All employees are reminded that they are considered employees at will and may be terminated without cause at any time.

BENEFITS*TIME-OFF REQUEST*PAID HOLIDAYS*DRESS CODE, ETC.

Make things fair for all groups of people and should not be different or special for any one individual and/or group. It does not matter what race, religion, age, or sex you are, nor how long you’ve been there or how much money you make.
Writing job descriptions is an important step in planning your staffing.

JD-forms the foundation for many important processes such as job postings, recruitment, selection, setting expectations, compensation, training and performance management.

They give a brief overview of the role, how it relates to your company vision, a list of key responsibilities, requirements and qualification.

They provide a guideline of performance requirements that are expected to be maintained in order to keep that position within an organization.

Sample

Essential Functions:

- Works with Administrator and physicians to develop marketing and community relations plans.
- Identifying all players
- Develops strategies to recruit non-referring physicians to refer.
- Develops strategies to recruit other non-medical entities to refer
- Able to work within allotted budget
- Provides monthly status reports of new, LASIK, Cataract, OK, etc.
- Works with OP, OD and other referring offices on educating staff on services offered.
- Provides PCP, OD and other referring offices with Brian M. Brown, M.D., Inc, services and marketing material
- Request replacement of marketing material and other promotional items as needed.
- Maintains an accurate database and status reports including but not limited to graphs of percentage increases or decreases.
- Attends area engagements for practice promotion
- Maintains ODBC, media presence
- Works with web designer for maximum optimization.
- Assists with patient satisfaction surveys
- Serves as spokesperson for Brian M. Brown M.D., Inc.
- Performs other duties as assigned.

Develop strategies to recruit non-referring physicians to refer.

GRADE THEM ON THEIR PERFORMANCE

A periodic Employee Performance Appraisal is used by this Company to objectively evaluate an employee's past performance. After the completion of this Appraisal, it should be reviewed and discussed with the employee.

This Appraisal has been divided into four areas: 1) Primary Abilities 2) General Job Skills 3) Management Traits 4) Overall Performance.

The following ranking system should be applied as objectively as possible within each area:

5 Outstanding: Excellent performance that far exceeds the job's requirements.
4 Very Good: Above average performance that exceeds the job's requirements.
3 Average: Acceptable performance that meets the job's requirements.
2 Below Average: Minimally acceptable performance that meets some of the job's requirements.
1 Unsatisfactory: Unacceptable performance that does not meet the job's requirements.

Area 1 – Primary Abilities

A. Absenteeism and Tardiness

1. Works required days. 1 2 3 4 5
2. Works required hours. 1 2 3 4 5
3. Reports to work on time. 1 2 3 4 5
4. Returns from breaks on time. 1 2 3 4 5

B. Attitude

1. Exhibits a positive attitude. 1 2 3 4 5
2. Shows initiative. 1 2 3 4 5
3. Demonstrates dependability. 1 2 3 4 5
4. Accepts direction from qualified sources. 1 2 3 4 5
5. Displays commitment and involvement. 1 2 3 4 5
6. Interacts well with coworkers. 1 2 3 4 5
7. Practices positive customer service. 1 2 3 4 5

I have read and understand the job description provided to me by Brian Brown M.D., Inc.
CAN YOU HOLD YOUR STAFF ACCOUNTABLE AND STILL HAVE A “WINNING TEAM?”

YOU’VE SET THE TONE

CHAIN OF COMMAND
POLICIES & PROCEDURES
JOB DESCRIPTIONS
NOW IT’S TIME FOR ACCOUNTABILITY

ACCOUNTABILITY

IS THE GUIDING PRINCIPLE THAT DEFINES HOW WE MAKE COMMITMENTS TO ONE ANOTHER
HOW WE MEASURE AND REPORT OUR PROGRESS
HOW WE INTERACT WHEN THINGS GO WRONG
HOW MUCH OWNERSHIP WE TAKE ON TO GET THE JOB DONE...

ACCOUNTABILITY IS THE NERVE THAT RUNS THROUGHOUT EVERY ORGANIZATION, EVERY WORKING RELATIONSHIP AND EVERY MEMBER OF THE TEAM!
IS ACCOUNTABILITY A SKILL YOU CAN DEVELOP JUST LIKE ANY OTHER SKILL?

WILL IT BE DIFFICULT?

- But it does require a high degree of conscious effort from everyone...
- When you do it right, you'll also find it the fastest way to improve morale...

Practice what you preach and be the leader your staff wants to follow.

- Do & Assign task
- Do & Encourage participation
- PRAISE your staff for their good acts
- Hold YOURSELF & your staff accountable
- Don’t FOCUS on the NEGATIVE- LET IT GO...

CAN GET YOUR STAFF ON BOARD TO IMPLEMENT THESE CHANGES WITHOUT COMPLAINING?
3 STAGES OF IMPLEMENTING CHANGE

- Communicate the Rationale Behind the Need for Change
- Implement the Change in Phases
- Evaluate, Review and Report on Change

DO YOU HAVE TO PAY MORE MONEY TO GET IT?

CREATING A WINNING TEAM

- They want more money
- They try to reach it
- We want more productivity
- We have better compliance
- They work smarter
- You set the bar

RAISE THE BAR HIGHER

EMPLOYEE RAISES WILL BE CONSIDERED ON TWO LEVELS: MERIT AND COST OF LIVING.

MERIT
- Raises are given to individuals who continuously perform exceptionally one who is considered to be a team player, one with no patient complaints, who maintains a perfect attendance record, no unexcused absences, leave of absence, no more than 6 missed punches in a year and no more than 6 late or missed punches in a year. One that is always willing to assist to help the organization maintain its professional image. Merit raises will also be based on the national average pay scale with comparison to our area and location. Merit raise may vary based on each individual’s performance and department.

COST OF LIVING INCREASE
- Each year the annual cost of living will be reviewed with the national average to determine if a cost of living increase is suggested for that year and the percentage and/or amount. If the practice was profitable by 20% or more the following year, each employee will be evaluated for the determination of said increase. This is not a guarantee of pay increase.
IF THEY ACHIEVE IT... THEY DESERVE IT...

FEW THINGS THAT WAS EXPECTED FROM ME PRIOR TO ME ATTENDING ASCRS

1. You can.....

2. You CAN'T....

3. You CAN'T....

4. You CAN'T....

DO I REALLY HAVE A WINNING AND HAPPY STAFF?
THANK YOU...
ANGEL@BRIANBROWNMD.COM