

Dr. Castellano Practice Week In Review 6-5-2020

Very good. You passed. Dr. Rich, Rich Castellano, the smile doctor here with my PPE all decked out. This is my hose for my papper, right, so when we're doing procedures or seeing patients we can do this. So, we got every type of PPE. The purpose of this video, I wanted to share what happened in my office this week. I'll get a little closer to you here. I love sharing the successes that we had, and I want to build on the successes that you had as well. What is working, we can all make it happen. It is busy in our office. If you are worried about, is there business, or what should you do, I just want to share my examples so you can learn and grow. We're all in this together. This is really important because there are a lot of distractions out there, and the world is changing. COVID, riots, protests, right? We're praying for justice, one love, and I am doing my healing by taking care of my patients, taking care of my team and taking care of my business.

So, there are three things that made a difference in my business this week. Number one was energizing my team. We have a lot of fun doing this. So, coming in, this is actually what I do, I come in and my staff's there in the back area where the schedule's up, I come in and I say, "I pledge of allegiance to the schedule of the United States of America." And I do the whole pledge, and it's a little silly and my staff are laughing. I'm like, "No, it's serious." But you grab that schedule and you say, "Look at these people. They made commitments to come see you, or virtually. And their time is valuable. And this is what it's all about." How many times have we been in the office and we're busy and maybe we're late on the schedule? That schedule matters. Do those patients have needs you need to focus on, right? So, we would look ahead. "Oh, I've got to get the chart ready. I'm doing a virtual here. Then I've got to inject this patient." So, pledge allegiance to that schedule. I salute that schedule, salute the flag, too. Proud to be an American, and that just energized my team.

We also had another situation where a patient called in. They were lost. And I could hear my staff talking through and I was in the distance and then I heard the tension getting higher, and I'm like, "Uh-oh." So, I go over and I start listening and in my brain, I'm thinking, "I'm busy. I got to do stuff, but why am I ... I should let my team handle this." But I could hear the tension there. So, as I did, I was trying to change the energy of my team. I was just getting them these motions while we're talking and then they're talking on the phone. This story, actually it turns out that the patient got lost and they didn't make their appointment. They were upset and they were frustrated, right? Now, in this circumstance, I was able to be there and try and build the energy up and make the best of it. But then we say, "Well, could we have given better directions? What could we do? We're going to call them up and follow up with them." But what happens if you have your staff that are not in a good place, or they're frustrated and they get a patient who's frustrated. So, energize your team. It's so much fun. We're doing special things. We are essential workers making people feel good, so that was the number one thing that helped my office this past week was energizing the team.

The second thing that I did to help this past week was I surrendered to what is, which is tough, because, look, we're type A personalities. We're the doctor. We like it the way we want it and we don't want to surrender. I want it my way. But when I look, and when I walk into my office and I see my business processes and if something's not the way that I like it, I got to surrender to that and make it the way I like it. What did I used to do? "Oh, why'd I do this?" I'd give someone a look, or I'd call someone in frustration or in a panic or fear. "What are we going to do here?" Just surrender. Just accept what it is. Surrender has made my life so much more peaceful. Just accept it. And if I have to do 10 times more work to get done what I need to do, I'm going to do that. I'm going to make two book recommendations on this.

There is a book actually called The Surrender Experiment by Michael Singer, and he also wrote another book called The Untethered Soul. Wonderful books. During this team, we need to heal ourselves. I welcome you to take the surrender experiment because when you surrender to what is, we don't have to worry and waste our time in frustration. Just take care of what needs to be taken care of and enjoy that process because you're in a privileged position. We have great things ahead. And, the reality is, this can be one of our best years yet if we stay focused and surrender to what is and make the best of it and don't live in our fear or false reality that's not there. Don't make it worse than what it is. Surrender. That's what I did was the second thing.

The third thing I did, energize my team, surrender to what is. We shot a video. Go to our page. Facebook.com/imagelift. I loved shooting my video because it energizes my team, it teaches patients patience, love that. And, if you have any marketing plan that, the best, you pay a lot of money for that marketing plan and get a team in there and they're telling you, "Don't shoot video" fire them. We're the 21st century. Shoot video. Even if it's one a week, you've got to shoot one a week. If you're not shooting video, great news. You have a great opportunity to burst your marketing plan.

So, those are the three things that we did to boost our week. It was a very successful week. I ask you, "What happened in your week?" Maybe some good things, maybe some bad things. What was really good? Two or three good things that you can build on. Please write that down. Take some time to celebrate what you did. Don't be too hard on yourself. Don't be a perfectionist. Don't we love it when patients come in and they're perfectionists about their face and all these [inaudible 00:05:34]? Don't be a perfectionist about your business. Just say, "Look, this was really good." And compliment your team and build them up, energize them by telling what they did a good job, and what could be done better. Write that down and surrender to it. And now, you've got something to work on for next week.

So, here's your challenge. This weekend, make sure you're resting, relaxing, taking care of yourself. Surrender to the weekend. Block and schedule time for yourself. Surrender to what is in your business. When you energize your team, you're going to energize yourself and shoot video. One more time, those book recommendations. Michael Singer, The Surrender Experiment, he wrote both of these books, and The Untethered Soul. I promise you it will bring healing and peace to your heart. Wishing you the best. Be safe, be healthy, believe in your business. I believe in you. We're in this together. We have more videos coming soon, and right now, I am going to suit up and if you want more information on advanced PPE, let me know. Reach out. DrRich@practiceprofitabilitymd.com. That is DrRich@practiceprofitabilitymd.com. I pledge of allegiance, salute and pledge of allegiance to the schedule and to the doctors for watching. See you in the next video!