

7 Mistakes that are Killing Your ENT Practice

Resisting Change

You can't keep doing what you've always done and expect your business to improve. The healthcare industry is always changing. As a business owner, you need to be willing to adapt to those changes in order for your practice to continue growing.

Keep an open mind and look for all the possible solutions to the challenges within your practice. Change can be nerve-racking for every member of your team, but it can be the difference between a stagnant practice and a growing practice.

Marketing Equally to All Providers

Marketing is a necessity for any business. Any great marketer will tell you that you can't market to all providers the same way. If you have different referral sources, market to each one in the best way for that specific source.

Test out several communication and marketing methods with all of your referral sources and see which methods get the best responses. Don't keep putting your money into marketing efforts that yield little results. Try something new!

Not Managing Your Practice

Even though you spend most of your time treating patients, you also have to understand how important it is to spend time managing your practice. You have to set aside a lot of your time to be a business owner and manager.

A great business owner delegates responsibilities so he/she can take the time to fill a management role. This may require hiring additional ENTs to help with patient load, but it will make a world of difference in improving any weaknesses in your practice.

Not Collecting Every Dollar You Are Owed

One of the biggest mistakes in private practices is overlooking the money that is owed to you for your services. Dealing with payers, addressing denials and collecting copays are a few of the things that can cause you a headache.

A billing specialist in your practice can help avoiding billing mistakes. [Click here to see common billing mistakes and solutions for your ENT practice.](#) You and

your physicians work hard to provide excellent patient care, so you should be rightfully paid for every service provided.

Not Knowing or Improving Your Cancellation Rate

You need to know the cancellation rate in your practice and take the steps to decrease cancellations.

There are 7 exact steps that can help you decrease cancellations in your practice:

- Step 1: Define Appointment Policies
- Step 2: Educate and Notify Patients on Appointment Policies
- Step 3: Educate and Train Team on Strategies for Increasing Patient Attendance
- Step 4: Establish and Implement Patient Reminder System
- Step 5: Incentivize Team
- Step 6: Track Performance
- Step 7: Review Performance

Find out how to implement these 7 steps [here](#).

Not Having a Clear Plan/Goals

Do you have a business plan with measurable goals? If the answer is “no” or “I don’t know,” then you might be in trouble.

How can you grow your business or make changes in your business without a plan to follow? You need a goal in mind to guide your practice.

One thing you didn’t learn in your otolaryngology education is how to create a business plan or conduct business analysis. It’s a good idea to lean on the experts for help in this department. Click [here](#) to learn how to create a business plan.

Not Preparing for the Future of Otolaryngology

Otolaryngology is not the same as it once was. Private practices are especially affected by an ever-changing healthcare landscape and you can’t just pretend it isn’t going to affect you.

Learn how one innovative ENT took a step towards securing his future as an independent practice owner. Read his story [here](#).