

FYZICAL is Changing Lives from Behind the Front Desk

Business and medical experts at FYZICAL know that the front desk team member is a pivotal position in the practice.

Patient experience begins and ends with the front desk, and the front desk controls everything that happens within the organization.

Inside a FYZICAL location in Bonita Springs, there is a rock star front desk manager, Sharon.

Sharon is modest and would never admit that she is an important person at the practice. The therapists and practice owner always have great things to say about her and they understand the practice wouldn't run as smoothly without her.

Sharon has been with the practice from the beginning, but experienced some major changes when the practice became a part of FYZICAL Therapy and Balance Centers.



She said FYZICAL, **"Made our lives easier."** She explained that FYZICAL suggested systems and processes that made daily operations much more efficient. The practice implemented those systems and immediately her tasks became easier and more efficient.

Sharon was trained on the importance of communication. She said they use Skype to communicate between therapists and the front desk. She explained that certain times of the year are extremely busy and she can't leave the desk, so she will video chat with a therapist when needed.

"Communication is SO important here," Sharon said. If the therapists decide to make a change to something, but don't communicate it to her and the other staff members, it leaves them open to mistakes.

She is also a key component in selling the products they now offer after becoming a part of FYZICAL. She said she must know everything about the products so she can help patients if they have questions about them. She can inform patients of benefits of the products, as well as demonstrate how the products are to be used.

Sharon also creates and maintains relationships with the patients. From the moment they first call, to the end of therapy, she is involved in the care of the patients. She says she never wants the patients to be surprised by anything regarding their therapy or cost. She is transparent from the start and gives them as much information on the phone before their first appointment so they have nothing to be nervous about.

Overall, Sharon says she has a "great job," and she is glad to be a part of FYZICAL. The changes weren't drastic by any means, but they "simplified their systems," she said.

Front desk managers can make or break a private practice. It is crucial to find a great front desk employee like Sharon to keep things running smooth and keep your patients coming back.