



Practice Mastery Tech-List

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Practice Mastery Tech-List

Most people let life and technology rule them. This many times can complicate their lives and they can live reactively. Many people wake up and immediately check their smartphones and then rush to the office to see patients. Their whole day is reactive to what is happening and not strategic.

You probably want to be more **strategic** and **organized** but don't know how. There are many simple technologies that can really help make your life better in a few days. You can have control over your email, meetings and even help improve your patient care.

I want to share that these are not just “ideas” but **these are the things that have been found to work in daily life** - for real. Many ideas sound good but they are not practical. These things will work for you if you take the time to learn them and practice using them.

Just like anything else this will take practice because it is a new way of doing things. The “Tech-List” is below along with a more detailed video explanation afterward.

- Don

P.S. I put an explanation video below first as many of you are busy. I would really recommend **watching the video first** and then referring to the resources.

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“Tech-List” Items

Email

- [Send Later](#) - This is used to reply to someone today but have it show up in the future. It is an add-on on Gmail but other email providers have it also.
- [Canned Response](#) - If you frequently want to answer the same thing in an email you can use this. It is similar in your EMR to not have to type of answer repetitively.
- [Follow-Up Then](#) - This is a service that allows you to get an email or text reminder at a certain time to follow up on an email.
- [Optional Folder](#) - This is a way to remove all clutter from your email. Set up a filter for all emails that have “unsubscribe” in them to go to an optional folder. Also, all emails that you don’t have to take action on can go into this folder.
- [Calendly](#) - This is a great way to set up a time for office Webinars with patients as well to block time in your schedule to meet with people vs going back and forth on email or phone.
- [Braintoss](#) - A great way to toss ideas to yourself to do another day. Capture the idea but deal with it later.

Computer

- [Gatekeeper](#) - This is a great way to log in to your computer automatically.
- [Google Chrome](#) - I log in to each computer so that my folders are available in any treatment room I need.
- [ToDoist](#) - This is an add-on that lets you organize your ideas easily and put in reminders to follow up with patients
- [Google Slides](#) - I could not live without this. Add this to your Bookmarks bar to easily share educational content with your patients.
- [Grammarly](#) - A great way for you not to look “ignorant” when you write. Prompts correction of words and phrases.

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Delegation

- [Fancy Hands](#) - This is perfect for easy tasks that you need to be done. You can request these via email.
- [Fiverr](#) - This is used for more specific tasks such as book editing, graphic design, and even website development.
- [Virtual Assistant](#) - If you need a dedicated person to work on tasks for you. This can be for marketing or social media or also for answering phones in your office.
- [Travel Agent](#) - Find someone and have them do it. I know you can but a WHO is better.

Marketing

- [Designerr](#) - Great way to make good-looking PDFs for educational content like this.
- [Kajabi](#) - Easy website that has built-in marketing via email and courses you can create.
- [Print Newsletter](#) - Great way to stay in front of referral sources. Outsource this also!
- [Video Newsletter](#) - This is my preferred way to do a newsletter. I set up in Google Slides and record it. It allows me to have content on YouTube but also I can email to all my patients with Kajabi. If you want to see how I market sign up to my newsletter.
- [Otter.io](#) - Easy way to transcribe content instead of writing.

Video

- [Stream Yard](#) - Great way to make easy videos and they can be sent to YouTube, Linked In, and Facebook
- [Zoom](#) - Easy way to host a webinar for patients and record content. My favorite function is the screen share function.

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Patient Education

- [Patient Education Genius](#) - Easy way to share PDFs, videos or audio content with patients. Added bonus asks for a review from each person.
- [Patient Presentations](#) - Easy way to explain complicated conditions or those conditions that have many treatment options.
- [Videos \(YouTube\)](#) - Great way to post content to share access for your patients. Can be linked to Stream Yard.
- [Books](#) - Great way to make patient education information. You can merge items above such as Otter.io to transcribe, Google Slides to make images, and Designrr to do the layout.
- [Webinars](#) - Great way to educate your patients about their conditions. You can invite them to a webinar and then make it “Evergreen.” That means you can use the recording on your website to give content to those that are visiting and direct your patients there to learn more.

Conclusion

I hope you found these resources helpful for your practice!

Try some of them out to get started. If I can help you along with way or if you have other great tools you use please send me an email or reach out so we can be friends.

- Don

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