

DEPUTY EBOOK

The Essential Tech Stack to

Launch and Grow Your Practice



It's the end of the month and you're reviewing your clinic's finances — and projections for the next few months. You've hired a new receptionist, your appointments are picking up, and you're going through hand sanitizer much faster than you expected. On top of that, you're trying to encourage telehealth visits but your outdated systems are making it hard.

You should have realized it sooner: The right technology is a key factor in your practice's growth. But what do you really need — and what can you ditch?

This ebook is for practice owners looking for cutting-edge advice on what technology you need to run a smooth, efficient business.

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KEEP READING TO LEARN:

01 —

Tips to maximize your tech's ROI to grow your business

02 —

Ways to increase staff productivity through tech

03 —

Smart cost efficiencies to help you hit your bottom line

Grow your business with technology

Technology and healthcare go hand in hand. From x-ray machines to specialty chairs, you're used to making decisions about the technology you need to provide quality patient care.

But to **grow your practice**, you also need to invest in systems and processes.

Easier said than done. To help, these are a few suggestions for how to use technology so you can grow your business.

01

Use your social media

You didn't get into healthcare to spend your time on marketing, but a social presence can really help grow your business. In fact, social media is a direct line to your patients and allows you to create more meaningful relationships — even when your patients aren't onsite.

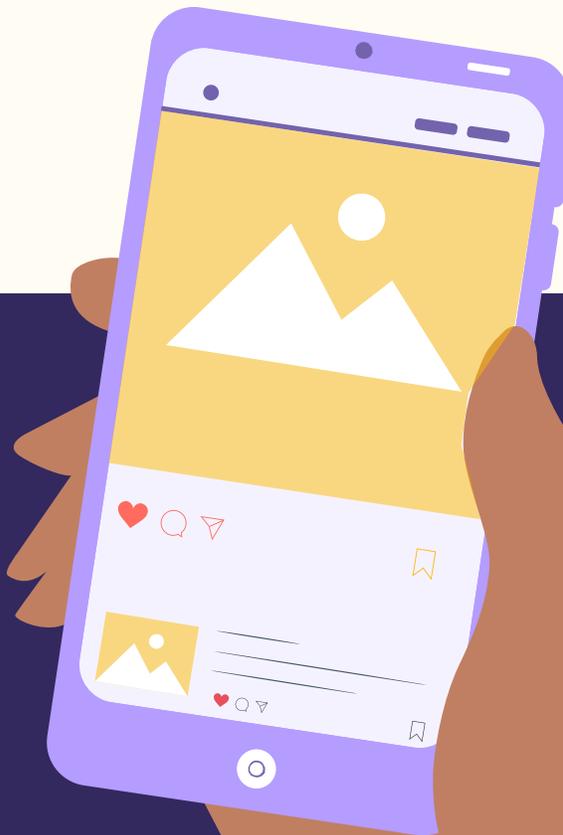
Social media is the ultimate public relations tool that is literally at your fingertips and can be used efficiently at little to no cost.

It's one of the most effective ways to communicate to your existing customer base and your potential ones as well. Social media is your platform to humanize your practice by sharing stories of your exemplary staff, informing patients of clinical advancements, and showcasing success stories.



Here are three tips to help you get the most out of your social media.

- **Create a calendar.** When you own a clinic, you don't have time to spend hours thinking about when and what to post on your social media. To save yourself hours of stress, create a calendar with a regular cadence of when you'll post. Bonus points if you give yourself suggestions ahead of time on what to post. For example, Thursdays can be when you post a picture of your staff.
- **Use video.** Posts with video often have a better response rate than those without. You can interview patients, share updates about your practice, or even give a virtual tour of your clinic.
- **Incorporate online reviews.** One of the best ways to grow your business is through word of mouth. Use patient testimonials and reviews to highlight why people choose your clinic — and keep coming back. 



Prioritize patient engagement tools

Practices can build a stronger practice and nurture patient relationships by building an online presence with innovative patient-engagement platforms. The platform should have the option to pair with your patient base using your preferred communication type, whether it's a text message, email interactive voice response, social media, or speaking with a person.

Additionally, you can stay connected to existing patients by delivering specific messages at critical touchpoints along the patient journey.

And an added benefit? Your patient-engagement platform can help improve cash flow by speeding up the revenue cycle and keeping patients engaged with your practice.

Offer patients digital payment solutions

It's 8:00 a.m. and your urgent care clinic just opened. Someone sliced their finger open making breakfast and one of your physicians just stitched them up. Now it's time for them to pay — but you only accept cash or check. And worse, the patient doesn't have any cash.

Digital transactions provide patients with convenience and a better experience. It's important to make it easy for them to pay.

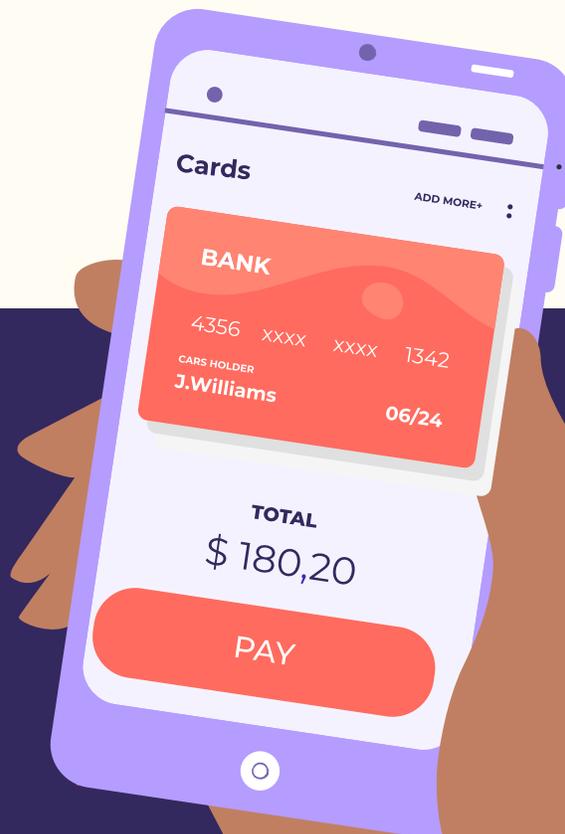
Digital payment tools are one of the fastest-growing trends in healthcare. More practices are switching to online billing due to the patient demand for it. It's not only better for the environment, but it's also better for your bottom line. Faster, easier payment means quicker and increased cash flow.

PAYMENT MADE EASY



There are a variety of ways to offer digital payment options. Here are a few to choose from.

- **Swipe, tap, or insert.** At a minimum, your clinic should be able to process credit cards or debit cards. Make it easy for your patients to pay with plastic.
- **Pay it by PayPal.** You can buy many things with PayPal, why not a medical/clinic/spa visit? Many online users are now using PayPal both for the convenience of online payments and also because patients like the added layer of security.
- **Go mobile.** Present your patients with the option of paying from their mobile device or tablet. Send your patients a text or email with a link to a digital checkout.



Enhance your staff scheduling solution

One of the hardest things to do in any small business is scheduling staff. Scheduling the right staff, at the right times, across different roles or locations can cause quite a headache. Luckily, technology can help keep your team or teams where they need to be.

If you're using clunky software or — gasp — a spreadsheet, you're actually costing your business time and money. Instead of focusing on quality care, you're wasting hours figuring out how to adjust the schedule when staff has last-minute changes.

Use a staff scheduling solution that lets you **build schedules in minutes**. Easily fill shifts based on employee availability, training, and cost. Look for a tool that lets you send schedules to your team via desktop or mobile.

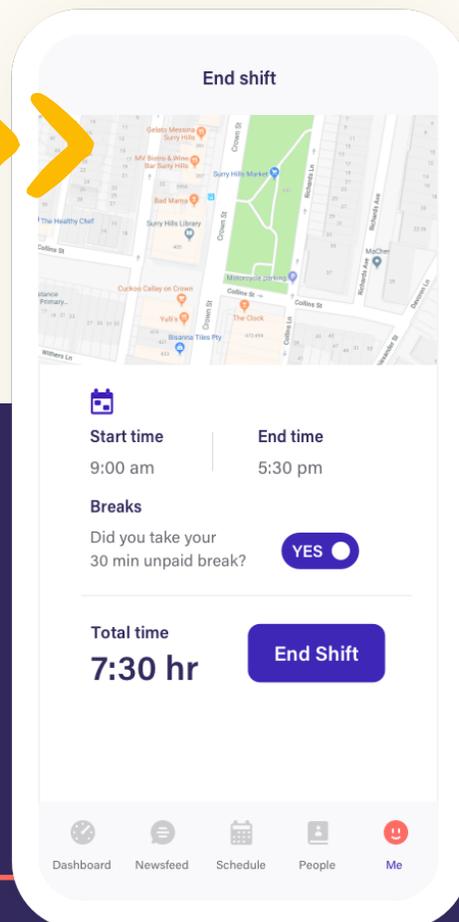
| Search... | Mon | Tue | Wed | Thu | Fri |
|-----------------------------|---------------------------|----------------------------|----------------------------|----------------------------|---------------------------|
| Nadire Ferne Management | 9:00 - 5:00 Management | 9:00 - 5:00 Management | + | 9:00 - 5:00 Management | 9:00 - 5:00 Management |
| Hannah Gibbs | + | 9:00 - 5:00 Floor staff | 9:00 - 5:00 Floor staff | 9:00 - 5:00 Floor staff | + |
| Cecilio Parvan Accounts | 9:00 - 5:00 Accounts | + | 9:00 - 5:00 Accounts | Annual leave | + |
| Lillie Coleen Management | 9:00 - 5:00 Management | + | 9:00 - 5:00 Management | + | + |
| Emily Stewart Flor staff | + | 9:00 - 5:00 Flor staff | + | 9:00 - 5:00 Flor staff | 9:00 - 5:00 Flor staff |
| David Lee Accounts | 9:00 - 5:00 Accounts | 9:00 - 5:00 Accounts | 9:00 - 5:00 Accounts | 9:00 - 5:00 Accounts | + |
| + Add new employee | | | | | |

SIMPLIFY STAFF SCHEDULING



Ready to simplify your scheduling? Here are a few other tips to help you choose the right staff scheduling solution.

- **Fill empty shifts with the right staff.** If you or another physician prefer to work with a particular person, look for a solution that enables you to create preferred working schedules automatically.
- **Flex with demand.** Your clinic likely has fluctuations in demand, especially during certain seasons. Your staff scheduling solution should be able to help you predict when (and where) you need staff so you always have the right coverage for the best patient care.
- **Go mobile.** In healthcare, you can't be tied to your desk. Look for a tool that has a mobile app so you can make changes on the go, wherever you are.



Increase productivity in the workplace through technology 🚀

Tomorrow you're attending a conference about innovations in veterinary practices. But before then, you review your budget (you think you've been spending too much recently on office supplies), talk to your staff about how many patients have complained about long waits, and find a replacement for your receptionist who sprained their ankle this morning.

You need to stay focused to get through your to-do items. And make sure your team does the same. Low productivity could lead to bad patient care — and that's just not an option.

Thankfully, the right productivity tools can keep you on track. And when used correctly, can also save you money. Here are a few ideas to get you started on increasing productivity.

01

Create remote-friendly work

Last year, your telehealth appointments likely increased. And when you can provide care virtually, that also means your staff can work from anywhere.

But if your team doesn't have the right setup — or even have the options — productivity can dip.

REMOTE WORK IS HERE TO STAY



Whether you and your staff have been working remotely for one year or 10 years, it's never too late to adjust your remote work policy.

- **Set up home offices.** Make sure employees have the proper technology and support for remote working. From monitors to wireless keyboards, the right technology not only helps keep your patients healthy — it can help your staff's wellbeing as well.
- **Provide stipends.** Support remote workers by providing a stipend for equipment (i.e. printer's, mobile devices, office supplies)
- **Choose one communication app.** Use a **central, streamlined communication** tool that enables you to easily communicate with remote workers from the office, either one-on-one or as a team.



Enhance employee engagement

Demanding hours, physical labor, and proximity to sickness means that healthcare workers are often at risk of burning out.

In spite of their challenging environments, your staff is dedicated to their jobs. But, they might be struggling with feeling engaged at work. And if you manage medical clinics or care offices, **improving employee engagement** is key so your team — and their patients — will thrive.

Your staff's number one priority is providing quality care for your visitors. And everything they do — from answering the phones to coordinating with insurance companies — is part of that. And often those tasks are the monotonous, frustrating parts of the day. Use the right technology to boost staff productivity and increase employee

USE TECH FOR ENHANCED STAFF ENGAGEMENT



Good employee interaction is key to any business, whether it is on or off-hours. As we have found out through the pandemic, we can do this via technology. A vibrant digital workplace supports employees via digital get-togethers and meet-up tools.

- **Create a step challenge.** Provide fitness trackers for your staff and group them into teams. See who can get the most steps in a month and make it a friendly competition.
- **Highlight staff on your social media.** Let your staff do “takeovers” of your social accounts so your followers can see what a day in the life of your staff looks like. Empower your team to come up with the “scripts” for the takeover and show their personalities.
- **Host a virtual lunch and learn.** Video meetings allow you to connect with people from anywhere in the world. Create a monthly lunch and learn series, and let your staff vote on which guest speakers should attend.



Eliminate unnecessary costs through technology

Every business has its general operating costs, but when you work in healthcare, there are unique expenses that other businesses don't deal with, like PPE supplies, medical tech, and medicine.

While these costs are essential to keeping your practice running, there are always ways to cut other costs.

But how can you use tech to reduce costs instead of spending more?

The answer is choosing the right software — and ditching the rest.

YOUR TECH CHECKLIST



Here are a few tech-based tips to help you reduce costs.

- **Direct to employees.** With accounting software, the direct deposit feature is a true bonus, it adds convenience for the employee and less paper for the business owner. Employee bonuses can be distributed through direct deposit or offer to an employee to donate it to a charity, which can also be set up via some accounting software.
- **Get rid of old tech.** Technology is improving so fast that the tech you were using five years ago might be obsolete. Have a tech clean day and donate, sell, or recycle any outdated tech not being used.
- **Budgeting saves money.** You know you need to budget, but you don't have time. That's where budgeting software and apps can really streamline the process making it simple enough everyone can use it.

Tips on Tech

The better you can use your tech stack and manage it, the better it will work for you. The need to properly integrate technology into the workplace is key, especially with the changing landscape of healthcare. Embrace the new norm of a digital workplace and make it work for you — not against you.

Whether it's growing your business, increasing staff productivity, or reducing business costs through technology, you're taking a step in the right direction.

Ready to keep going?

Deputy helps practitioners and clinics manage change effectively by making it easier to see and act on changing staff schedules. Our easy-to-use platform gives practices better visibility and efficiency. To learn more about how to streamline your operations, [contact us and chat](#) with one of our clinic's staff scheduling experts.

The screenshot displays the Deputy Timesheets interface. At the top, there is a navigation bar with options: Me, News Feed, Tasks, Location, People, Schedule, Timesheets (selected), and Reports. Below the navigation bar is a search bar and an 'Approve all' button. The main content area is a table with the following columns: Search..., Date, Status, Progress, Area of Work, Time, and Hours. The table contains four rows of data:

| Search... | Date | Status | Progress | Area of Work | Time | Hours |
|----------------|------------|----------|--------------|--------------|---------------------------|-------|
| Nadire Ferne | Thu, 10/10 | Pending | Unsubmitted | Floor staff | 6:00 pm - 10:00 pm 0:30 | 4 |
| Hannah Gibbs | Wed, 9/10 | Approved | Pay Approved | Deliveries | 11:00 pm - 6:00 pm 0:30 | 6.5 |
| Cecilio Parvan | Tue, 8/10 | Approved | Pay Approved | Accounts | 8:00 am - 4:00 pm 0:30 | 7.5 |
| Lillie Coleen | Mon, 7/10 | Approved | Pay Approved | Management | 10:00 am - 7:00 pm 0:30 | 8.5 |

Below the table, there is a large blue 'Approve' button. At the bottom left of the interface, there is a '+ Add new employee' link.

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