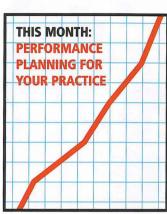
## **TIP OF THE MONTH**



DO YOU really know how good vour secretary is? On the surface all may seem well, and indeed be perceived as such by both parties, but is it? Peak performance in any

field is all about measurement. So.

consider establishing some Key

Performances Indicators (KPIs),

Before you begin to use KPIs in running your business, you must ensure that they are 'tight'. The ones you choose must: ■ Reflect the business goals; ■ Be critical to its success: ■ Be measurable and comparable;

writes Alison Ryan.

things go wrong. Have you ever wondered how many patients' phone calls into your practice are answered and

Allow for corrective action if

■ 69% of callers hang up if they get an automated response or answering machine: ■ 80% of callers hang up if they

get a 'busy' response; ■ 80% of callers won't call back if they get no answer.

bly grow your practice.

Begin to monitor your calls by installing a system that allows you this function. You can then

implement targets for your secre-

tary that will improve his or her

performance and, in turn, possi-

Have you ever considered how much bad debt you have? Most consultants rightly trust their secretary to manage their accounts efficiently, but unless your system

is transparent, how do you know this is the case?

tation, and set targets which have to be met? Agree on a robust collections system with your secretary and ensure it is adhered to.

overall performance? Everyone wants to know if they are doing a good job. Consider setting up a mutually agreed appraisal system. By imple-

menting measurable KPIs and

ensuring regular reviews with

your secretary, you will both feel

What about your secretary's

that 'all is well'. Your secretary will feel more valued and will be able to demonstrate that your practice is being run in the most efficient way. Alison Ryan is client relationship

manager at practice management specialist PHF Services Ltd. Phone: 0870 190 9391. Website:

how many go to voicemail? A Why not implement a system report in 2004 by www.customers that will measure how quickly an ervicemanager.com found that: invoice is sent following a consulwww.phf.uk.com