

The Practical Practice

Detroit
Medical
Society



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Avoiding Malpractice Suits

There are numerous ways that a doctor can avoid a malpractice suit. Your relationship with your patient plays a very big role in this. A recent study indicates that the closer the relationship a patient feels with their doctor, the greater the reluctance to sue.

Here are a few suggestions to avoid a malpractice claim;

- Give personal care and attention to your patients .
- Take just a few extra moments to ensure your explanation of the diagnosis and treatment plan is understood.
- Show Compassion..patients want to know you really do care
- Take your time and make sure they have all the facts. Avoid using technical language with your patients.
- And of course, never promise that the treatment will be a definite cure to the patient.

These are not fool proof but they certainly help lay groundwork to avoid misunderstandings and avoidance of legal problems.



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WMR

World Medical Relief Needs Your Help

We provide medical supplies and equipment to poor and underdeveloped countries around the globe. If you have underused equipment or extra medications, we would welcome your donation in order to respond to the growing need of people in areas of desperate need.

Please Call 313.866.5333

17th Annual

Detroit Medical Society Golf Outing

Friday, July 17th, 2009

7:00am Continental Breakfast and Registration
8:30am Shotgun Start



Warren Valley Golf Course

26116 W Warren St
Dearborn Heights, MI 48127
(313) 561-1040

GOLF SPONSORSHIP

Tournament Committee

Marilyn Maddox -Tournament Director
Orlando Maddox -Tournament assistant
Lonnie Joe, M.D. President
Aaron Maddox, M.D.- Treasurer

Registration

\$200 per player
\$800 per foursome

Sponsorship Levels

Diamond sponsor	\$10,000
Gold Sponsor	\$5,000
Silver Sponsor	\$2,500
Hole Sponsor	\$500
Award Presentation	\$50

The Detroit Medical Society provides assistance to area youths seeking an opportunity to interact with Physicians. Funds raised will be used to award education and financial assistance to students in the medical field and increase programs in the community for the early detection and prevention of disease.

Make checks payable to:
Detroit Medical Society
P.O. Box 35187
Detroit, MI 48235

Use Greeting Cards



A Major Card company survey showed that when companies send business thank you cards, they can have a greater chance of increasing consumer loyalty.

The key principals in sending greeting cards and thank you notes are these main elements:

- ? Celebrate holidays
- ? Personal milestones, like birthdays and anniversaries
- ? Thank the customers for coming to see
- ? Remind them of their next appointment
- ? Urge them to take preventive health measures

There are a lot of factors that determine a customer's loyalty, including satisfaction with their customer service, trust and length of visit history, but a company that thanks their customers seems to bridge satisfaction and loyalty. And, why not send cards? They are fairly inexpensive, but they are an effective way to connect with customers and let them know you care.

You can send a greeting card any time of year. You don't need a holiday to send a greeting card or note; you can send them in the middle of June if you want! The holidays are a perfect excuse for sending a card, but holidays like Christmas and Thanksgiving are busy times of the year for most people. If you want to send a card that is connected to these holidays, send them a few weeks or a month early. It's not uncommon for people to receive Christmas cards the week after Thanksgiving!

As A Marketing Tool

Add a personal note to the card

If you write in your own handwriting (not printed with a font that just looks like handwriting!) a sincere thank you note expressing your appreciation for customers' business, you'll strengthen that customer relationship more so than with a generic card that you send to everyone.

You don't need to make an offer every time. Many practices send out greeting cards with some kind of discount coupon or some other kind of offer. That's fine if you'd like to do that, but it could taint your customers' idea of your card. You don't need to send them an offer every time. Just saying a nice thank you is enough for them to remember your practice, your logo (put in on the envelope) and your brand. If you send an offer at every single mailing, you're bordering on advertising, and you run the risk of people throwing away your card because they know it'll just be another ad.

Personalized business greeting cards can be a way to reach your customers without turning them off forever.

You may already produce reams of glossy marketing materials, but the truth is that often they just end up in the trash.

Many people are repulsed by aggressive marketing and businesses need to find a new way to reach them.

Personalized greeting cards could be the answer... it's a great way to communicate with your client, whether you choose to send a direct message or to use humor to make your point.

Since this is a marketing tool, you also need to think about the message. Some holiday greeting cards, for example, have a generic greeting, but you can make the card even more special by having it signed, with a personal message from someone in your business. This will show the recipients how much you value them and will make them more likely to take note of future contact from you.

Send Out Cards (SOC) is a unique system that allows you to personalize cards and send them directly from your computer with a simple click. For more information about SOC, contact us for a trial sample. 248-552--0910

<https://www.sendoutcards.com/andrelee>

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Practical Practice is Changing Digital Format

We are exploring a new , more versatile format for our on-line Practical Practice. We will send out our usual HTML format but a few of you will get an extra copy of the new version. We would appreciate your feedback on whether it meets or exceeds your expectations.

The new version possesses all of the functionality of PowerPoint but without the massive megabyte size. In addition, more emphasis will be placed on educational information in order to provide practitioners with vital tools to enhance their practice.



Leeway Announces New Patient Education Programs

Office Based Patient Education Programs

Coming later this summer we will be releasing a series of DVD's designed to be played on office waiting room television sets that will help your patients understand how best to utilize our health care system and their benefits.

DVD's will play programs 20-30 minutes in length and will offer a range of topics such as the following;

- Preparing for Your Doctors Visit
- 101 Ways to Save on Health Care Costs
- Tying up Loose Ends

Look for an announcement in our next Practical Practice Issue.