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Don't Miss this Opportunity!
See inside for details.

New Year Resolutions 2016

New Year resolutions are a long term tradition, believed to be dating back to the Babylonians over 4,000 years ago. I can only image the number of resolutions that changed countless lives as compared to the number of resolutions that were never completed.

At that time, the promises were made to the gods to have "good grace" bestowed on them for the following 12 months. During that time, the Babylonians also returned items borrowed from others and repaid debts. So how did YOU do this past year? Did you keep your promises from last year? Or were they just empty promises. Regardless, it's that time of year again. And this year, it's time to do it RIGHT.

So what are some of the top New Year resolutions that are made? Here are the top 10 from 2015:

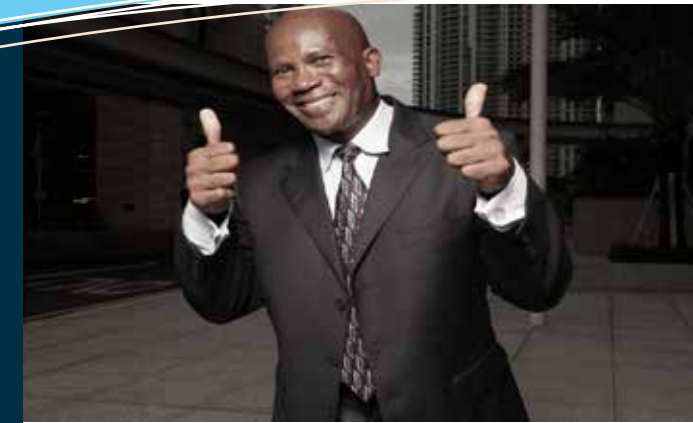
1. Stay fit and healthy
2. Lose weight
3. Enjoy life to the fullest
4. Spend less, save more
5. Spend more time with family
6. Get organized
7. Don't make resolutions
8. Learn something new
9. Travel more
10. Read more

Which of these did you make last year? And which of these did you actually achieve?

Over the past year, this newsletter addressed some of these items and gave some pointers on how to successfully implement them. And what were the most frequently BROKEN resolutions? Almost all of them!

What can you do to help improve your success?

1. Don't have too many
 2. Write them down for yourself
 3. Share them with others
- These three items can help you increase your chance of success.



This issue

- The art of Promotion P.1
- Tips for Twitter P.2
- Interesting Medical Stories P.2
- Wound Malignancies P.3

4path, Dedicated to Your Success

Promote Yourself... Successfully

We all know people that say it's not polite to be boastful about yourself, but I would guess that they are not in business. And you have to remember that your practice IS a business. Without income coming in, you can't pay your bills or your staff. Remember where the income comes from in your practice - patients through the door.

There IS a line between being boastful and promoting yourself. Some might say it's a fine line, but perhaps it's a lot wider than you think. Letting your patients, both current and potential, know about you and your practice isn't boastful if you are conveying information that can help them decide on using YOUR practice for their health care. That, my friend, is the essence of successful marketing. Letting your customers (i.e. patients) know what special skills, resources and services you have that will benefit them isn't being boastful...it's promotion. You will know you are just bragging, when it has no real benefit to your potential clients. If you are turning patients OFF by your claims, then you have moved beyond beneficial self-promotion. In that case...it's time to turn it down and refocus.

So what do patients find interesting that could have a positive impact on your practice?

Expertise.

Yes, patients have many choices and if you can demonstrate your expertise to them, without bragging, you may have achieved the holy grail of marketing.

Ok, but how can you do that?

One way is to become a published author. When your name is on a book, it speaks volumes to them about your authority. Your expertise. Your commitment to that topic or profession. But it's not always easy to be published.

But right now it is. Dr. Ruby's book on onychomycosis "My Doctor Says I have Nail Fungus" is in revision for the second edition. There have been many new developments and changes in the diagnosis and treatment of onychomycosis since the first edition and it's time to update it. And this is YOUR opportunity to be included as a "contributing author".

When you submit a suggestion that is included in the 2nd edition, your name will be included as a Contributing Author, both in the book and any future web site. What a great opportunity to present yourself to your patients as an expert. Learn more at www.2ndEd.4path.com to participate. It doesn't cost you anything...and the payback can be enormous to your practice.

And that's no boast.

Quick Look Inside!

• New Year Resolutions

How did you do last year? Can you do better in 2016?

• Self Promotion

Self promotion is an art that can help you grow your business.

• Do you tweet?

Can tweeting help your practice? See some starter hints.

• Interesting Medical News from 2015

Even if you think you saw it all, some of these may surprise you.

• Development of Malignancy in Chronic Wounds

Here is a list of top "take-away" points from a lecture presented by Dr. Ruby in November at the 2nd Chicagoland Wound Summit.

Coming soon: Electronic notification of newsletter features and other useful information. Follow us on Twitter @4pathLab

Please feel free to share this newsletter with your peers...or send them to our website www.4path.com and sign up for their own copy! We welcome individuals from all specialties and locations!

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4path Staff wishes each of you, and your families, a joyous and healthy holiday and new year.

A contribution has been made to the Wounded Warriors on behalf of all of the clients and friends of 4path.



We are here for YOUR practice

This newsletter is provided to clients of 4path Laboratory Services and other practices in the Great Lakes region. It's our intent to provide you with actionable information to help benefit your practice, lifestyle and your patients.

-Stephen G. Ruby, MD, MBA



PROMOTE

your practice

Twitter Anyone?

Social Media. HUH?

If you are like I am, this social media buzz...has left me with a hang-over. Although there are many different media out there, Twitter and Facebook are probably the best known. Many physicians are starting to use Twitter in their marketing efforts (Remember: NEVER disclose PHI in a "tweet"), to maintain regular contact with their patient "family". It might be about some new development in medicine that they should know about. Maybe a new service that you offer. Maybe a notification about change of hours (for example a snow-storm). But to use it effectively, you have to do three things.

1. Have Twitter account.
2. Get your followers
3. Send out "tweets"

Recently we have started developing our own followers. We invite you to follow 4path at @4pathLab. There, we send out a variety of different and interesting items, including announcements and links to interesting articles. So you say you don't know where to start? I didn't either, but you just need to get an account and jump in. Trust me, there isn't a "twitter cop" out there. If you need a great tutorial, here is one from Jerad Gardner, MD. It's a great resource.

http://pathinfo.wikia.com/wiki/Social_Media_Guide_for_Pathologists

Be an AUTHOR

DON'T MISS your opportunity to become a contributing author to the second edition of "My Doctor Says I Have Nail Fungus". It's a GREAT marketing opportunity for your practice. We are looking for input into the book updates, but this opportunity WON'T LAST LONG. Visit www.2ndEd.4path.com for more information. Do it TODAY



Interesting Medical Topics and Discussions of 2015

Did you see these topics?

Here are some medical articles from 2015 with highlights.

Kids with pets = Less Stress

The CDC reported that pets helped kids stay more active resulting in lower BMI (Australia and UK). Also, in the US, kids with animals were almost half as likely to screen positive for anxiety than those without pets.

First head transplant planned in next 2 years.

Yes, and there is already a volunteer from Russia. A 30 y.o. programmer who suffers from spinal muscular atrophy.

Beet Juice for HTN.

Did you know that beet juice may have a significant impact on high blood pressure due to the high level of inorganic nitrate? This helps your body boost nitric oxide, an important mediator for relaxation and dilatation of blood vessels.

Soda coloring may increase cancer risk

Would you drink your cola if it was clear? Maybe you should. The chemical coloring in soda has been estimated to increase

cancer risk to over 1/100K exposed people. The culprit? 4-MEI (4 methylimidazole).

Is gluten-free diet good for us?

If you are sensitive to gluten or have sprue, you certainly should avoid gluten. But if you are not, a gluten free diet (GFD) may not be beneficial. GFD may be higher in sugar and calories or deficient in some nutrients. Consider that before going gluten free if you don't need to. Remember how we used to think that all fats were bad for us?

What does soda do to us?

In most soda, the amount of sugar should make us vomit. But the phosphoric acid dulls the sweetness and "allows" us to keep it down. The sugar load then surges our insulin and we turn sugar to fat. The caffeine raises our blood pressure followed by production of dopamine that rewards our pleasure center....just like heroin. Want another can?

Electronic cigarettes safe?

Although a lot of people think that e-cigarettes are safe, you might not convince poison control hot lines. They report that

calls related to nicotine overdoses/poisoning have skyrocketed over the past 5 years, from about one per month to over 215 calls a month in 2014. Most of these involved children under 5 who came in contact with the liquid nicotine. Attention parents: These are not safe!

Can coffee help prevent melanoma?

Medical News reports that several studies have shown that there is a reduced risk of death from liver disease, lower risk of type 2 diabetes, reduced tinnitus, reduced risk of development of melanoma, as well as other health benefits. Too much coffee may result in risk of premature death and male urinary incontinence.

Hmmmm....what death isn't "premature"?

Marijuana use associated with daytime sleepiness in teens

Do I need to say anything more? DUH!

DISCLAIMER: Don't use these short descriptions as definitive. Research topics yourself and read the original articles for more info...



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Malignancy in Chronic Wounds

photo credit: worldwidewounds.com

Chronic Wounds

On November 14, Dr. Ruby spoke at the 2nd Annual Chicagoland Wound Care Summit in Hoffman Estates, IL, on the development of malignancy in chronic wounds. Here are some highlights of that presentation.

1. It's important to remember that wounds can develop cancer, but also primary malignancies can ulcerate and become wounds. This is important to keep in mind each time you evaluate a new or non-healing wound. Your clinical approach to an ulcerated malignancy should be far different compared to a non-healing benign cutaneous wound.

2. The most common types of primary cutaneous malignancy are Squamous cell carcinoma, basal cell carcinoma and malignant melanoma. Most wound related cancers are squamous cell carcinoma.

3. It typically takes years, sometimes even decades for a wound to become malignant. However in some cases this can be a much shorter time.

4. Time interval for a wound to develop a malignancy becomes shorter as the age of the individual is higher at the time of injury.

5. All types of wounds are at risk for developing a malignancy, including chronic venous ulcers, arterial insufficiency, chronic sinuses with osteomy-

elitis, burns, traumatic injuries, lupus, and other less common causes.

6. Malignancy may develop in chronic wounds because of the chronic stimulation for repair, by cytokines, hormones, etc. released during healing.

7. Malignancy in chronic wounds is biologically more aggressive than similar primary cancers, not arising in a wound.

8. One of the best way of evaluating a wound for malignancy is to biopsy areas of the wound that look and/or behave differently than the remainder of the wound, or from wounds in general. Be sure you take a biopsy of sufficient size and depth.

This Month's Q&A Technology Tips

Q: Do you have any tools that can help me with Twitter?

A: Absolutely. Although I am a neophyte to Twitter, I know that the best way of doing something well is to have great tools. And "tweeting" without tools can be a very labor intensive process. And there are tons of resources to help you learn about Twitter and other social media (see page 1). Once you get into Twitter, you will find that you will want to schedule tweets so that they are seen by the most number of people. It doesn't make sense to tweet to your followers (i.e. patients or others) at 2 AM, unless you are promoting your insomnia program.



Otherwise, there are various tools to help release your tweets when YOU want them to post. I use Buffer (Buffer.com). It's easy, inexpensive (about @\$100/yr) and is connected with Pablo.com, a great image/thumbnaill creator for tweeting. I highly recommend it. HootSuite (hootsuite.com) is another scheduler. Although it has a lot more power than Buffer (as of now), it's more complicated and harder to use. It's up to you. Although these are probably the top two programs, there are many others, and you might find one that fits your needs better. Most of them have free trials, so you can test drive them. And remember, these can also manage other social media programs for you too. Follow us: @4pathLab

4path, Pathology Services

4path Pathology Services is an independent, physician owned pathology laboratory dedicated to helping our clients be more successful.

We provide pathology services for GI, GU, GYN, podiatry, dermatology, ENT, surgery and endoscopy centers and all types of physician and out-patient offices in the Great Lakes Region.

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What's your practice plan for 2016?

Over the holidays, take a morning or afternoon and devote it to your practice. What do you want to achieve this year? What do you want your practice to look like at the end of next year.

Without a plan, you will never achieve your dreams and ambitions.

Create a vision for your practice. An endpoint. And give it a date. Then work backwards, determining each step that will need to be completed, until you get to the beginning of the plan. Each step should have a necessary outcome and date to help keep you on track. It's much like putting a series of dominos in a line. When your plan is completed, you will have many small, more easily achievable steps to follow, rather than a single large project.

Then....just push over the first domino and see the project progress, step by step.

Do you use the 4path nail program in your practice to enhance your patient education initiatives? If not,why not? It's a free program that can help build your business. Call 877-884-7284 for info.

Value, Service, Commitment....



Beyond the Diagnosis