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Do you know what you are treating?

During this cold and flu season, we have seen many different viruses causing "colds and flu" from our experience with the Resp-20 molecular infectious disease testing. Rhinovirus/enterovirus remains one of the most common organisms seen, likely due to the outbreak of D68 enterovirus. And there are other important viral infections that we have seen in our patients, including dual infections (two or more infectious agents), RSV and Coronaviruses. Do you know what you are treating? Call 4path today to offer this important testing to your patients. Stop the guessing at what you are treating.

Fun(?) Facts

Did you know that fresh fallen snow weighs about 5-10 lbs/cubic foot (cf). On the ground it can compact to about 12-20 lbs/cf. Heavy, dense, wet snow can sometimes be almost 55 lbs/cf. Be careful shoveling this winter... for your heart and your back!

4path, Dedicated to Your Success

Marketing 101

Do you market to your patients?

Think very carefully before you answer that question.

If you answered was no, then you are missing a lot that you can do in your practice. If you answered "yes", then your next question should be "How do you market to them?"

Let's go back one step and look at who is marketing to your patients. You are. The media is. Your competitors are.

Marketing is everywhere, and even if you don't think you are marketing to them, you are. You are sending out a message with each and every encounter that you have with your patients. With each letter you send. Each time they drive past your office, it markets to them. There is marketing in each minute that they sit in your office. There is marketing in the way you meet with them. The way that you make eye contact during an examination. With each treatment decision...and how you communicate it to the patient. And let's not forget about items and other

things that you do, such as fliers, sales letters. Those send a message too.

And all of these items together help you acquire and keep your patients...but can just as easily push them away.

Yes, your marketing is EVERYTHING that you do that impacts your patients. Each encounter by you, your staff or any aspect of your practice has the potential to galvanize that relationship to help ensure that they keep coming back...or can push patients away to another provider that is better at providing the whole experience.

It's important to think about your practice in this comprehensive manner. Marketing is more than just the fliers that you send to your patients. All aspects of your "brand" should be congruent, including everything about your practice, people, interactions and yes...your marketing pieces. Everything should be sending the same message to your patients: "You matter. I care. Let's continue to work together."

Sneak Peek at What's Inside!

- **Marketing 101.**
Do you market to your patients? What types of marketing materials do you use? Are there important items that you are overlooking?
- **How to retain more in lectures.**
Lifelong learning is essential to keep up in your medical practice. Using these few learning secrets you can boost retention of information from a lecture.
- **Holiday memories.**
As adults we have our childhood memories. Now as adults we are the ones responsible for making the memories for the next generations. Help make them the best you can.
- **Getting rid of old computers**
There is more to disposing of computers than taking them to the dump. There are several other issues that you need to know about...and deal with...when disposing of outdated computer and other electronic equipment.

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Professional Development

The end of the year is rapidly approaching. It's time to make sure you have attained sufficient Accredited Medical Education credits to maintain your medical licenses. You may also have an opportunity to complete courses to provide discounts on your medical liability. Check with your insurance company today!



Principles for Practice Success

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.

We now provide selected molecular diagnostic testing to help you in your daily practice. Contact us today for more information on how we can help YOUR practice.

1-877-884-7284

Travel tips

The US government has a free enrollment program that allow citizens and nationals to register their trips with the local US Embassy or Consulate. In the event of an emergency, the US Embassy can contact you whether it's a local issue or a family emergency. Sign up at Step.State.gov



What was your favorite Christmas (or other Holiday) gift as a child?

Memories are some of the most cherished things that we have from the past. Don't forget to make future memories during this holiday season.

Memories...

Memories of the past are things that we cherish. Memories of coming in from the cold to warm house with smells of special holiday food. Dining with family and friends. Joyous sounds of seasonal songs and laughter. Memories of those who have passed on. Memories of the years when we were younger. Memories of the "good-old-days". These

are the things that we think about as we have gotten older. But we also have to remember that it is our responsibility, to shape the activities of today that will be the memories of tomorrow for the next generation. Think about that when you are enjoying your holiday. What can you do that is special...that just might be a cherished memory in the future? Do it today!

Holiday Gifts

For kids, many of the memories that we have of past holidays is of the toys and gifts that we have received when we were young. We thought it would be fun to share with you some of our favorite childhood toys.. Can you match the favorite toy with the 4path staff? See if you can match us up...and check your answers at our web site at 4path.com/ChristmasToys

Holiday Thanks

Yes, we said it last month, but we will say it again... From everyone at 4path, we wish all of you and your families the best that the Holiday Season has to offer, and for a healthy and prosperous new year.

Secrets to life long learning

In medicine there are always new and exciting things to learn. And we HAVE to continue our learning in order to stay abreast of the newest developments and new diagnostic and treatment protocols that come out all of the time. And it's really

hard to remember all of that new material.

And there are some "tricks" to learning and retaining materials that are important. Here are a few that you can start to use right away.

At lectures there is a lot of information that is "talked" at you during a typical hour long presentation. Most of it you won't retain. But to increase your retention, take an active (not passive) role in the presentation. When something important is said, repeat it back to yourself, in your own words, either silently in your head, or even better, very quietly spoken

to yourself. This provides an immediate positive feedback and helps imprint that information in your mind...juicing up the neurons.

Likewise, by writing notes on paper by hand, you will reinforce those neuronal connections, making that information more likely to be retained. Typing on a computer does not seem to have the same level of impact as using a pen and paper. Going even further, by highlighting important points with stars and underlining is even more powerful.

These simple tricks can substantially boost retention.

It's that time of year to think about...

Do you have a "weather closure plan" in your office?

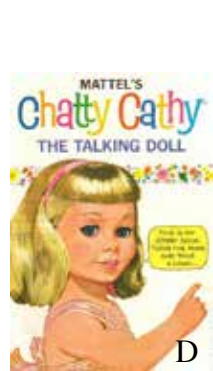
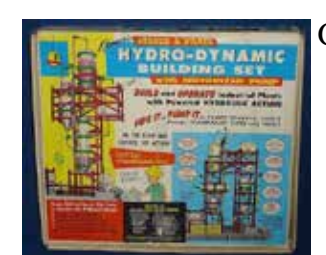
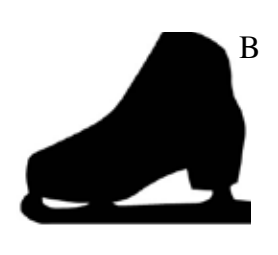
Although winter has already started, we are coming into January, one of the most challenging months for weather. If you have to close due to cold weather or snow, how would you notify your patients? You wouldn't want them to make the trip into the office, only to find you are closed. Posting emergency closure on your web site is a fast and easy way to have patients check your status. In addition, change your phone message to easily to provide this emergency information to callers.

End of the year tax planning

Yuk. Did I have to mention tax time already? Well, it's important to give this unpleasant topic some time this month, because there are some financial items that you want to handle before the end of the year. It's a great opportunity to talk with your accountant and financial planner. There could be large tax differences if you are able to accelerate various items into this year, or delay others into next year. Ditto for opportunities for financial planning and retirement considerations. Once the crystal ball hits the ground in Times Square, those opportunities may be gone.



Happy Holidays from all of us at 4path!



Match the Staff with their Favorite Christmas Toy

___ Dr. Ruby	___ Kathy	___ Gloria
___ Dr. Giusto	___ Wade	___ Sue
___ Dr. Abran	___ Elizabeth	___ Rose



Value, Service, Commitment....

Beyond the Diagnosis

This Month's Q&A Technology Tips

Q: How do I get rid of an old computer safely?

A: Great question! There are two items to consider. First, before you throw out your computer, make sure that you have all of your sensitive information removed from the hard drive, so others cannot access it. In Windows 8 and others, there are programs and options that allow you to "clean your drive". A simple formatting is NOT enough to



protect your data from being stolen. A comprehensive "wipe" is essential before discarding any device with a hard drive or flash drive, including computers, phones and even fax machines and printers. If you have highly sensitive data (i.e. medical data) you may consider having a commercial company destroy the disc...or do it yourself by physically destroying the disc platters in the drive. Last, be responsible and RECYCLE your old computers and electronics rather than just sending them to the dump.