

## Changes to Achieve Patient Loyalty

We hope each of you will be able to attend this year's GMGMA Annual Conference. It is a little earlier than in recent years so we can get back on track to our original Spring/Fall conference format. Stone Mountain in the Spring will be a beautiful venue for us.

It seems, hopefully, that we are approaching the beginning of a new season. This change is something that we are all ready for! The cold and snowy months are soon to be behind us and spring is in the air. As the positive changes are coming into play outside, the changes that we face as Administrators/ Managers these days are not forecasted to be as pleasant.

While many of these changes are not in our direct control, the way we handle these changes on a day- to- day basis can be. We have many different ways to communicate with our patients today however; the item we lose touch with is maintaining the simple "old fashion" face-to- face contact of the people that keep our businesses up and running.

If we are unable to provide the best customer service available, we will lose our patient's loyalty. Thus, without loyal patients, it would follow that we could also have an unsuccessful practice.

Joe Heuer, the "Rock and Roll Guru", as he refers to himself, will be speaking to us about the *Customer Service/Patient Loyalty* topic on Tuesday during the conference. He will teach us to master the simple principles as referenced in the music we all grew up with. He will help us apply his principles and make the quantum leap from patient satisfaction to patient loyalty. Joe is one of many great educational opportunities we have lined up for you all at this conference.

We hope to see each of you in April, and, together we can learn to...

*Roll With the Changes for a Rock Solid Practice!!!*

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