

gone fragments



March, 2009

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It is time to ask yourselves...

There has been a lot of talk about these tough times, but in a lot of ways, this time is no different from any other as far as my philosophy and the philosophy of this company are concerned. We are successful because we have provided a better service than our competitors in the past. The only way to be successful now and in the future is to continue to do that.

What the bad economy has done is narrowed the patient pool and by so doing increased the competition for those patients. It forces us to use our "A game" all of the time to ensure that we don't have one person leave with negative feelings toward our clinic. This is the goal and we cannot relax because we have done a good job in the past, no one's memory is that great.

We are competing with every other orthopedic clinic, PT clinic, and Imaging facility in this area. It is not enough for us to have people that come to work and go through the motions. If we are going to remain at the top of the list for patients in this area, we need to do more. We need to impress people and make them leave wanting to tell their friends that they have never been to a nicer clinic with friendlier or more helpful staff.

If we leave patients waiting in the waiting room for 2 hours, they might come back again but you can be sure they will not be running home to tell their friends and family about the great clinic that that they just visited. When the doctor is running late, patients should be offered the opportunity to re-schedule. If they choose to stay, we should use gift cards and our sincere apologies plus updates on the delay to keep them informed. These steps might not make them *happy* but they will feel that we acknowledged the problem and cared enough to try to offer solutions.

How many patients who got hit by the waiting room door on the way to check-out here in Richmond, left with a smile on their face? This is fixed now but it had to wait until I actually hit someone because no one thought to mention the problem to me.

How many patients who were left wandering around the halls of our Sugar Land 2nd floor this week because no one took the time to help them find their way out, felt great about their experience?

How many patients who left 5 messages before receiving a return phone call from their surgery scheduler or triage will be raving about our clinic to their friends?

It is time to wake up! Patients are not guaranteed. We need

to earn them. I made a tactical error in judgment last month when I reassured everyone that their jobs were safe because this clinic is financially stable. The only staff members whose jobs are safe are those who are providing above and beyond customer service to our patients. If you are not helping this clinic to be outstanding, start worrying. I have a stack of resumes coming in every day from all those other folks going through company lay-offs. I am sure there are one or two shining stars in each stack.

Do not show up to work here unless you are ready to give patients the best experience they have ever had at a doctor's office. If you have not read "Raving Fans," I highly suggest that you get a copy of the CD to listen to in your car or you pick up the book (see Patti in marketing). After you read that, you should have no questions about the expectations here. There is nothing that is "not your job" and no patient problem that you are not authorized to help try to solve. If you personally cannot help, find them someone who can.

Our patient visits are down in this clinic and **DO NOT FOOL YOURSELVES**- our service is the reason for that. We would have seen no drop at all if patients knew that there was no other place as good in town.

We need raving fans... and I am determined to have a staff that can create them. Please ensure that you are part of that team..

Do you feel lucky?



—Juliet

Marketing Mad News!

The marketing team started out the month with the 2nd Annual “Pancakes and Pajamas Children’s Festival” at The Honor Roll Elementary School in Sugar Land. Richmond Bone & Joint Clinic was the presenting sponsor and all of the proceeds from the festival went directly to Fort Bend Community Partners Rainbow Room. We had several volunteers from RBJC come out that morning and brave the strong winds to help us! Thanks again!



Dr. Breeze, Dr. Kent participated in a Sporting Clays Shooting Tournament benefiting, Keep Sugar Land Beautiful. They were joined by Dr. Shannon Orsak from St. Michaels 24 Hour Emergency Room and Dr. Michael Bornstein from the Pediatric Center in Richmond. They had a great time and Dr. Breeze took home some prizes!

The month ended with the “Groovy Party” benefiting Fort Bend Senior Meals on Wheels. The party was initially scheduled for September but the committee had to reschedule because of hurricane Ike. Dr. Shah and his wife, Vee and Dr. Baxter came in their very best Harley Davidson attire!

We look forward to being the presenting sponsor for the “Fort Bend Cares Road Trip through Louisiana”, which will be at Flour in Sugar Land. It is followed by a golf tournament on Monday at Sweetwater.

BIRTHDAYS!!!

MARCH

Greg Watson, 2nd
Eugene Johnson, 3rd
Christine Ashworth, 4th
Dr. Hildreth, 4th
Carrie Altrche, 5th
Kellie Ware, 5th
Jennifer Pardo, 7th
Donna Ellis, 8th
Dennise Saavedra, 12th
Dr. Rivers, 13th
Gene Hoang, 14th

Leslie Reyes, 15th
Juliet Breeze, 16th
Gabriele Mingus, 18th
Katrina Sanford, 18th
Dr. Mays, 18th
Julie Grigar, 20th
Youlander Coleman, 20th
Jennifer Cuellar, 23rd
Ramiro Garza, 27th
Kellie Kozik, 29th

Anniversaries

2 Years:

Tara Bennett
Darlene Hussein
Elizabeth McDonald
Jennifer Sebasta
Melinda Trevino
Kellie Ware

3 Years:

Cynthia Adams
Lelet Coloma
Reyna Pleitez
Rosanna Rivera
Joaquin Sanchez
Lori Woodle

5 Years:

Melissa Gracia
Mark Gugliotti
Eugene Johnson
Rhonda Ratcliff

6 Years:

Erica Vela

8 Years:

Kesha Driskell



**MARCH is
NATIONAL
ATHLETIC TRAINING
MONTH**



★ NOT JUST A JOB ★

When I was interviewed for the transcriptionist position at RBJC three years ago, Kesha raved about how Richmond Bone & Joint is more than a job, it's a family. Not having any family here in Texas, that was very appealing to me! I truly felt a family atmosphere as I continued to grow and learn here.

When I went back to transcription to work from home last June, I thought I might lose some of that connection, some of that "family". I could not have been more wrong.

On August 18, 2008, my 6-year-old daughter Emma was diagnosed with leukemia. In fact, our own Drs. Liang and Etminan played a pivotal role in getting her diagnosed quickly (my heroes!). She had an excellent prognosis, but the 2½ year road ahead was long and scary, with weekly outpatient chemotherapy for the first 6 months.

We are now finally on the other side of that 6 month window. Emma's chemo regimen has slowed and is less intense, and she returned to school on March 4th. Looking back, I don't know how our family could have made it through these months without the support and kindness of our RBJC family.

Let me tell you how AWESOME you are –

RBJC sent balloons and a funny dancing frog to Emma in the hospital, and Patti sent froggie Webkins (plus some for Emma's sister Allie). Every chemo day for 6 months, there has been a hot dinner delivered to our front door. Sometimes people don't believe me when I tell them that, but they just don't know RBJC. A collection was taken by some of our "family" that we used for hats and bandanas, and to buy a kick butt SuperGirl costume for Halloween. Erin gave Emma a froggie pillow and blanket that Emma takes with her to chemo almost every time, especially on spinal tap days. Patti came with us to chemo on a spinal tap/bone marrow day to keep us company. Countless prayers have been lifted up on our behalf.

I don't know how to express how grateful I am for your generosity. Thanks so much to all of you who have given time, money, talents, and prayers to help make these past 6 months a blessing instead of a hardship.

RBJC is not "just a job" to me. You are my family.

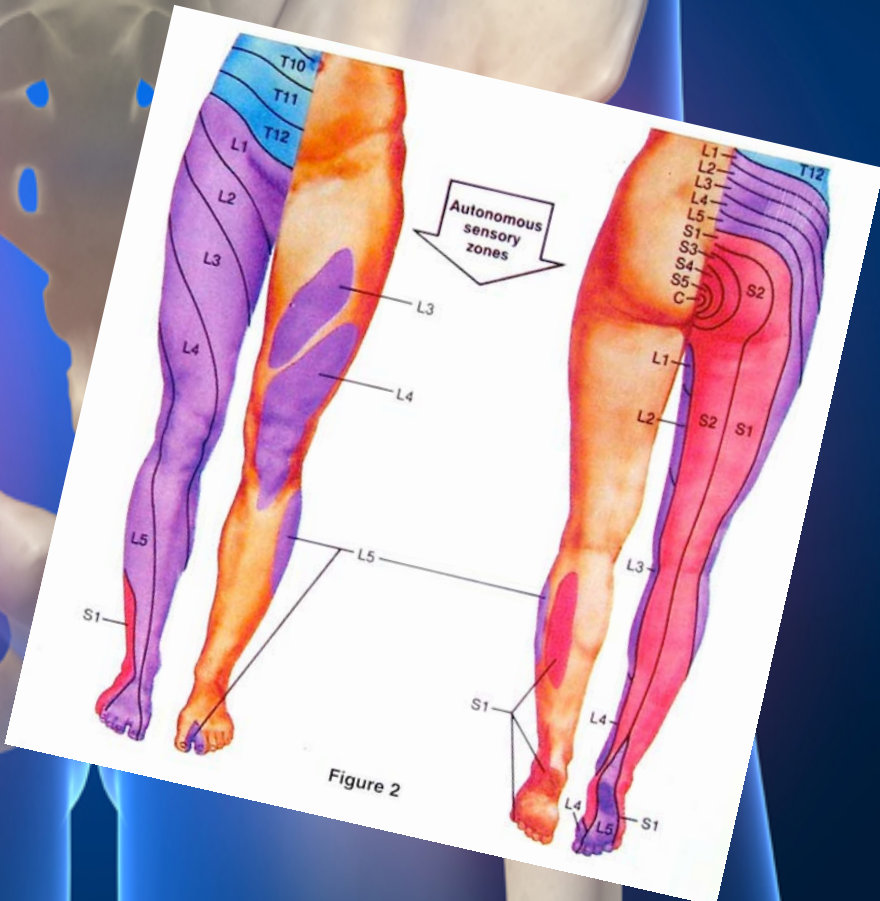
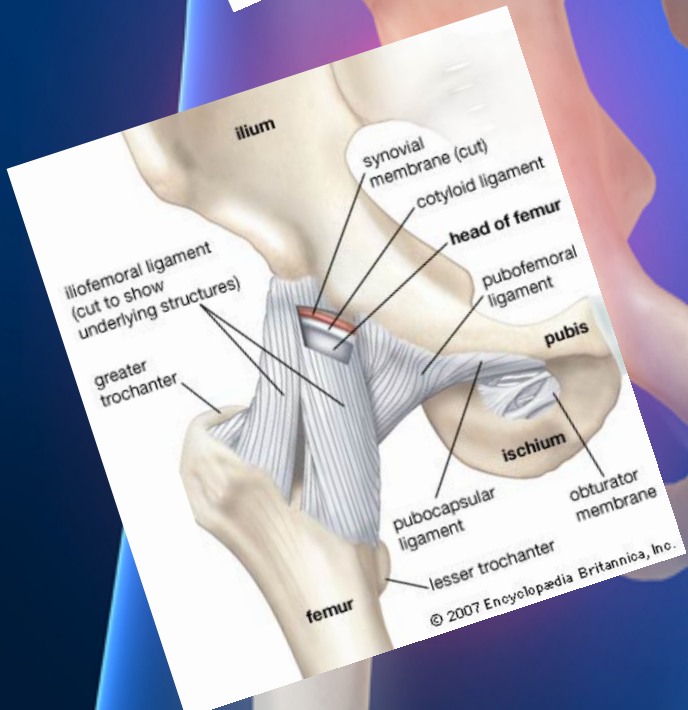
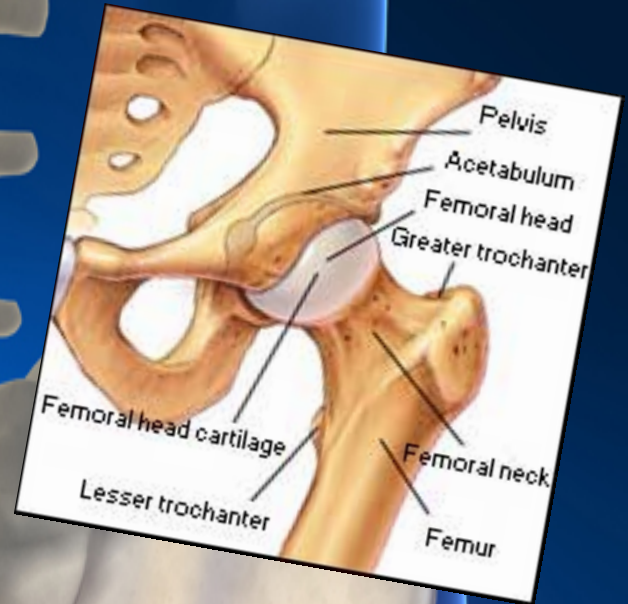
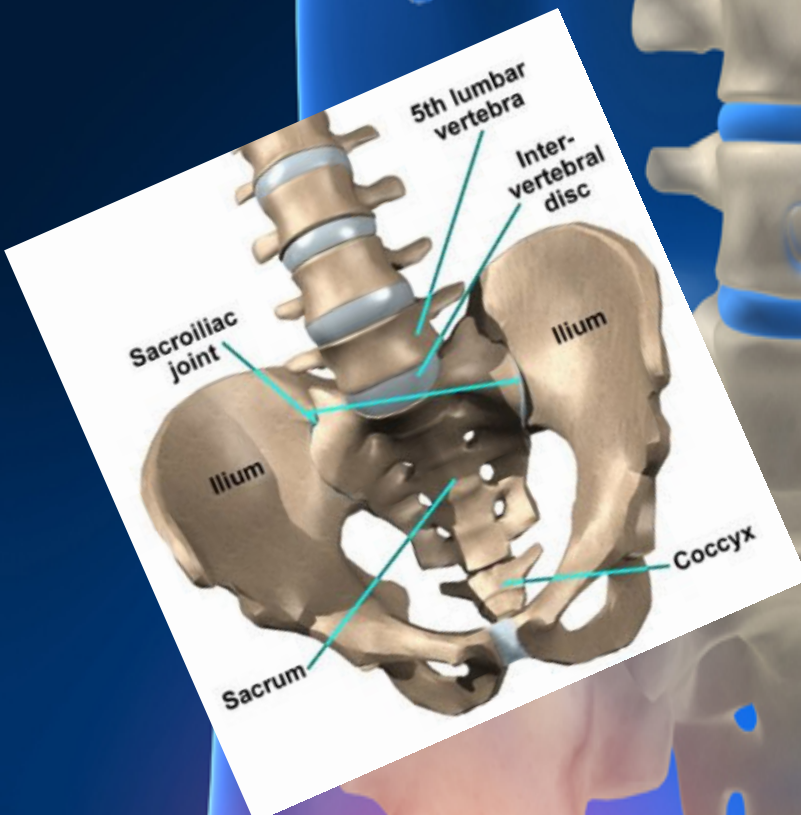
God Bless,

Lori W.



REMINDER: NEXT BONUS TEST WILL BE OVER THE HIP.

BE SURE TO VISIT www.rbjc.com/patient_education, and .
Study STUDY STUDY!



March 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4 L&L <i>Dr. Hildreth Richmond</i>	5 L&L <i>Dr. Shah Katy</i>	6 Staff Meeting	7
8	9	10	11 L&L <i>Dr. Kent Richmond</i>	12	13	14
15	16	17 Company Store 	18	19	20	21
22	23	24	25	26 Hip TEST	27	28
29	30 <i>Doctor's Day</i>	31 <i>Anniversary Lunch</i>	ATHLETIC TRAINING MONTH			

April 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3 STAFF MEETING	4
5	6	7	8	9	10 CLINIC CLOSED	11
12 EASTER	13	14	15	16	17	18
19	20	21 HAPPY HOUR	22 <i>Professional Admin Day</i>	23	24 L&L <i>Dr. Shah Richmond</i>	25
26	27	28 <i>Anniversary Lunch</i>	29	30		