

Being a Great Administrator- Core Concepts to Develop Raving Physician Fans

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1. Be a Good Manager - lead by example. The culture of the center starts from the top down.

- Positive and united front by top management
- Treat ALL physicians and employees with respect
- Observe behavior and recognize motivations
- Communicate and listen well
- Always have a plan of action for yourself , physicians and employees
- Hiring outgoing energetic employees creates "happy physicians"

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2. Create a Family Atmosphere - it is not just a job.

Birthday events, BBQ's, Monthly lunches , Holiday parties

- Staff plans the activities, not the manager
- Recognize employee anniversary dates
- Recognize physician "milestones" – 1000 case club
- Grilling out and festive lunches for the staff and physicians improve morale
- Invite physicians to the monthly lunches and make them a part of the activities

Maintaining "happy employees", maintains "happy physicians"

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3. Empower the Staff and Physicians - regularly seek input and suggestions.

Charge them with duties especially during accreditation time.

- Receive criticism constructively
 - Give the staff choices – staff made decisions
 - Ask for volunteers – inspires others
 - Acknowledge an employee's expertise - allow them to lead in-services
- Recognize staff when efforts go above and beyond

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4. Have Regular Meetings with the staff about goals & achievements.

STOP the GOSSIP train. Be truthful and explain why management makes certain decisions.

- Derail false statements!
- Staff and physicians appreciate truthful explanations of tough decisions.
- Make sure the entire team is aligned to same goals.
- Share information about changes or improvements with all employees at the same time.

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5. Develop a Bonus Plan

- Staff and physicians understand how bonus plan works.
- Know the highest bonus is achievable with hard work, dedication and experience.
- Bonus funds can be expression of job well done.
- Individual work ethic improvements reflect a positive bonus.
- Bonus motivates employee to improve overall performance and expectations.
- Physician knowledge and involvement of supply costs help staff remain proactive in costs savings for the bonus plan.
- Employee and physician ownership in the plan empowers all individuals.

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6. Evaluate the Staff Honestly and Thoroughly more than once a year.

What gets measured gets done: Attitude, Efficiency, Technical Skills, and Communication Skills.

- Employee evaluation not a time for surprises
- Employee knows expectations before evaluation time
- Praise employee in some way
- Be open and honest
- Give time plan for improvement – include end date
- Evaluation is good time for motivation building
- Acknowledge when physicians recognize the staffs efforts

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7. Develop a Reasonable Compensation Plan

Ask the staff what is important to them – which holidays, lower co-pays on insurance with higher deductible plans, PTO time...

- Give the employees an opportunity to voice what is important to them.
- Make sure all employees are treated fairly during vacations and holiday times.
- Long term employees are usually rewarded with more vacation time and higher pay.

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8. Develop a Mentoring Program

Integrates staff and breaks up cliques

- Integrate long term employees with new ones beginning at Staff Orientation.
- Build staff respect of differing areas and different expectations by orienting them to each area and team within the building.
- Be prepared for new physicians, show them around, introduce them to staff and encourage staff to show them the "ropes"
- Get staff involved with physicians when requesting new instruments and supplies.
- Involve physicians with staff inservices

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9. Clearly Define Expectations and Do Not Waiver



- Staff wants consistency, structure, and fairness
- Understand impact on the center if fairness is not top priority
- Clearly communicate expectations and stick to the plan!
- Be Consistent!
- A good administrator maintaining a "hands on" approach in the clinical areas creates and maintains happy and satisfied staff and physicians.
- Be approachable and accessible.

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10. Recognize and thank staff and physicians for performance over and above expectations.



- Ask Physicians to give honest, positive recognition too.
- Thank employees and physicians at the end of their day – everyday.
- Praise employees separately with specific example of their good work with a patient or for the center.
- Point out special skills one may have – praise employee strengths and talents.
- Thank physicians for bonuses when rewarded.

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