# RELIABLE IT HEALTHCARE

# PULSE

#### **NEW! RIT Referral Program**

We appreciate the opportunity to serve you and your referral is one of the highest compliments we could receive. When you refer someone to Reliable IT, you trust us to deliver superior levels of quality and service to a company you respect as well.

We value your trust, and as a way to thank you for your referrals, we offer this incentive to our clients:

Introduce us to a new prospective client and if that client signs an agreement for Managed Services, you will receive the amount of their first monthly fee (minus 3<sup>rd</sup> party costs) credited to your company's statement for Reliable IT services, up to one month of *FREE* services, on your next bill.

For More Information, please contact:

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This monthly publication provided courtesy of Mike McWilliams, Chief Revenue Officer, Reliable IT Healthcare.

Is Your Orthopedic Practice Spending Your IT Budget on the Right Technology? IF...

1. Your IT team is spending more time "fighting fires" than ever before, 2. Important upgrades get pushed back due to technology issues, 3. You frequently struggle to access patient records or information, 4. You deal with annoying glitches that take you away from providing the care your patients deserve, 5. You worry about getting hacked or losing network access & critical data...

It could be Time to Change!



### Top 4 Strategies I Learned From Daymond John To Improve Leadership And Grow My Business

This past June, I got to hear the one and only Daymond John speak at a small private event. You may know Daymond as a successful entrepreneur who has appeared on the hit ABC show *Shark Tank*. Best known as the founder of the clothing brand, FUBU, he is also the author of The Power of Broke — an insightful look into his life and what he did to find success.

Daymond brought a lot of that insight to the room. While he had a lot of great things to say, there were four business strategies that really struck a chord with me — strategies any business can learn from to improve.

**INVEST IN PEOPLE** This is the most important thing for a business to realize, as Daymond put it. He talked about how he (and the Sharks) invests in people, not

companies. Think about it: companies come and go. In fact, most companies will go. On the other hand, people learn from their experiences (good and bad), and they grow. Putting your people first is what gives companies staying power. Your team matters and your clients matter, and you should make every effort to ensure they know that.

DON'T BE REACTIVE - BE

RESPONSIVE A lot of businesses are reactionary. This was a lesson Daymond learned working with prolific rapper and music producer LL Cool J in the late 1980s. When you react to something, you're already behind the times. Part of LL Cool J's success in the rap world was being responsive. He didn't just jump on trends, he helped create them. He recognized the rap world was constantly

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changing in terms of sound, lyrics and style (including his fashion).

Daymond was able to market his FUBU clothing because he was doing things other clothing makers weren't. He was taking risks, working exceptionally hard (another one of Daymond's points was "always be hustling") and was willing to respond to changes in the marketplace.

BE TRUE TO YOUR WORD When Daymond first got the call from Mark Burnett to join *Shark Tank*, Daymond knew he had to turn down the show. Signing onto *Shark Tank* meant he couldn't appear on any other shows, and he was already working with the Kardashians — a family who, at the time, wasn't quite the household brand name they are today.

Daymond told Burnett he was going to stick with the Kardashians because he had given them their word (and likely signed a few contracts with them). He wanted to help the Kardashians get their brands moving. He saw their potential. The family got word that Daymond had turned down the *Shark Tank* deal and said, "No, don't let us get in your way!"

Daymond also recognized that the Kardashians are savvy businesspeople. As he put it, "They know their analytics."

"Daymond was able to market his clothing because he was doing things other clothing makers weren't." And that's true! That's why they found success on TV and in stores around the world where their many products are sold. But he wasn't about the leave them high and dry for his own gain. Eventually, they found a solution, and he joined *Shark Tank*, but he wasn't going to compromise his integrity. And that's something none of us should compromise on.

**REMEMBER, YOU ARE THE BRAND** The biggest brands are distilled down to three, four, five words. People know these words by heart, including Nike (Just Do It) and Apple (Think Different). You should have your own 2-5 words. "If you can't describe yourself in 2-5 words and you walk into a room, you leave it up to us to interpret."

Another thing to remember is that people associate your social media with your brand — whether you're a business intentionally posting content related to your brand, or you're an individual posting about your last vacation. What you share on social media is shared through a lens — your lens. Pictures, posts, you name it — it's all a part of your brand.

That said, posting something negative will hurt that brand. It's always important to be mindful of what you post and encourage your team to do the same. Having rules and policies regarding what can and cannot be shared on social media will go a long way in preventing a catastrophe.

These four points only skim the surface of what Daymond talked about, but these are crucial things we all can learn from. It was great to hear him speak and to hear his story, and I send my thanks to him for all of his wonderful insights!



"I had the opportunity to learn from Daymond John during a training event, and the wisdom he shared from his experiences was extremely impactful. My biggest lesson learned from his teaching was in his quote..."

#### "Responsibility must be Taken, Not Given."

Mike McWilliams, Chief Revenue Officer Reliable IT Healthcare, with Daymond John, from ABC's Shark Tank, founder of the clothing line FUBU, and author of "The Power of Broke"





## 18th Annual

# EXECUTIVE SUMMIT

### You and a Guest are Invited! October 17th & 18th 2019

at

The Westin Riverfront Resort & Spa in Avon, CO

Registration is almost full, so Register NOW for this Exclusive event! www.RITHealthcare.com/attendee-registration/

Our agenda for this event will include in-depth discussion and presentations on topics such as:

- ✓ Security for Healthcare Locking down your Practice like a Bank
- ✓ Staying Compliant with HIPAA
- **✓** Business online reputation management
- ✓ Cloud-based Solutions for Healthcare
- ✓ Analytics for Healthcare
- **✓** Business process improvements and management

Take advantage of an opportunity to connect with peers and get the latest advances in Healthcare IT, helping you to innovate, increase revenue, decrease costs, and assist in providing the best possible Patient Care and Experience.

Reliable IT will provide your hotel and meals during the 2 day event!

We look forward to seeing you in October!



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Reliable IT Healthcare with Revenue Officer from Mike McWilliams, Chief Grow My Business | 1 Improve Leadership And From Daymond John To Top 4 Strategies I Learned

Executive Summit | 3 Reliable II Healthcare Daymond John 2

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