

Training in the Medical Practice

Recently I shared with you how I trained my associates known as Physician Assistants. While they all graduated from reputable medical schools, passed their board exams, and obtained licenses to practice medicine, I spent long months working hand-in-hand with them, making sure that they receive dermatology-specific medical practical training, both, in theoretical diagnostics and clinical surgical skills.

This is not how many other medical clinics conduct their business; often, they spend several days on new associates' orientation and after that, PAs are thrown on wide waters. Very similar procedures apply to other positions in medical offices. Have you ever experienced a disoriented receptionist who could not answer any of your questions? Or a medical assistant who did not know how to use her computer? We all have seen and experienced it, and fell victims of uneducated personnel who can be also very unpleasant. The bigger problem can arise when that personnel is responsible for our care and can make tons of mistakes focusing on dysfunctionality of the office rather than patients satisfaction.

Employees of medical office will never do their job well if they do not know and like their job. In order to know their job, they must receive a very extensive training, be well-prepared for all events possible to happen, and taught customer service. They have to be happy and truly belong to the office in order to make patients happy of the service. Training is the key but the office general environment goes right after that. Good working conditions, fair treatment, and examples from the top management are crucial in developing a healthy medical office culture. You should not require you staff to be smiling and be always on time if you are grumpy and come to work 30 minutes late every day.



Employees must have opportunities to learn more every year. Continuing education is for medical professionals but should be for all medical office members. Medical field is every-changing and providing updates to the novel procedures, office rules, insurance changes is critical in creating comfort level for all employees. It also dramatically increases retention of employees. Patients are cautious if they see new faces every time they visit their doctors. Retaining employees for long-term assignments is a sign of healthy and effective business.

There are some words that seem to vanish from many business environments: being polite, show compassion, being proactive rather than reactive, over-deliver rather than over-promise, all of it is equally needed daily in every business but mandatory in the medical one. Every dollar and every minute invested in the training and educating medical office staff before they start interacting with patients will bring both, employee satisfaction and patients satisfaction. That investment is the key for the long-term success in any medical profession.

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