

High-Quality Hires: Strategies for HR Success

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You may think that successfully running a medical practice means that expanding to include a medical spa should be easy, especially when you already have a great staff in place, but this is not exactly the case. This is why human resources management matters.

FILLING POSITIONS

The secret behind every successful medical spa is culture-specific planning. Fitting into your culture is a very important priority now more than ever. Loyalty and trust must be earned. Look internally to fill positions. Even consult your database for new talent.

Take the time to plan for the unique culture of a medical spa by creating a strategic framework within which you will work. Focus on both the retail nature of the medical spa business and the people you will choose to help run your medical practice.

Without a well-chosen, well-trained, and motivated staff, running a successful medical spa is difficult, if not impossible. With a clear understanding of the aesthetic culture and a commitment to human resource management, your move to expand your services should be a smooth one.

HUMAN RESOURCES MANAGEMENT

Human resources management is centered around humans; it's about people. While each aspect touches on something different, the common theme is that a successful strategy makes an investment in the staff that make your practice a success. Your goal should be to create a work environment that encourages engagement, productivity, and commitment. Here are some best practices to keep in mind as you design your human resources strategy.

First, it's important that you hire selectively. The recruitment and hiring process is time consuming and expensive, so it's critical that you attract the right candidates. To hire the right people, you must ensure

your values are clearly aligned with your recruiting efforts so your future staff will share common goals and values.

Attracting the right candidates is the first step, but in order to hire them, you will want to offer competitive salary and benefits packages. Quality employees are worth their weight in gold. When you acknowledge that by paying them well and providing a benefits package that meets their needs, they feel valued. This promotes loyalty, helps them feel secure, and helps increase their productivity – all of which benefits your practice.

Once you have hired the best candidates, your team needs to make a great first impression. If you fail to provide a positive onboarding experience, new candidates are likely to jump ship as soon as another opportunity comes along. In order for employees to engage with the practice and its mission and values, a well-planned and executed onboarding process that creates a bond between the new hire and the practice is essential.

Providing adequate training is another best practice. Employees that are engaged and share your values want to do a good job. It's your responsibility to set them up to succeed by providing a thorough and ongoing training program. Keeping your finger on the pulse of the organization will provide you with information on training needs and employee concerns, among other things. Frequent communication with your staff allows you to gauge the pulse and provides a platform for your staff to share their concerns and ideas, know they are being heard, and know that appropriate action is being taken. Share information with your staff. By making information easily accessible and readily available to those who need it, you increase transparency and build trust.

Care about your employees. This goes beyond just providing a competitive salary and benefits package. Get to know your employees. Greet them by name, ask how their kids are doing, and express genuine interest in their lives. This doesn't mean you should pry into their personal lives, but it does mean you should treat them like people who are of importance to you.

Finally, create a safe and inclusive work environment that is free of all types of harassment and foster one that promotes and celebrates diversity. All employees want to feel safe and accepted as they are.

No matter how you approach human resources, remember your staff is human, and they are your greatest asset. Implementing some of the best practices outlined above as you create your strategy will reap large rewards for your practice. Sir Richard Branson, founder of the Virgin Group, summed up human resources management with these simple words of wisdom: "Train people well enough so they can leave. Treat them well enough so they don't have to."

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