

What You Should Demand From Your Non-Clinician Staff

By the WDS Practice Advisory Committee



From Dr. Shawna Flanagan:

I always demand that my non-clinician staff be as friendly and welcoming as possible to every single patient as well as to each other. Everyone has a bad day every once in a while but if people around you are upbeat and pleasant it can turn your frown upside down. “Kill them with kindness” is the motto of my team.

From Dr. Alyx Rosen (@alyxrosenmd_derm on Instagram):

Be prepared for surgical cases before they arrive.

The [Women’s Dermatologic Society \(WDS\) Practice Advisory Committee](#) supports Dermatologists at any stage of their career looking to manage or start their own practice by offering resources on navigating the practice environment. Visit the [WDS blog](#) for more tips and advice.