

How to Set Up Your Virtual Office for Ultimate Practice Success

By Dr. Julie Durnan, ND



Admin power for
your health practice



Virtual Assistants for health practitioners. We help health practitioners grow, build and scale their practices, one task at a time.



Welcome! And a little about us:

Dr. Julie Durnan, ND

- Founder & CEO

Joanna Buczkowska-McCumber

- Chief Operating Officer

Lauren Sinclair

- Director of Product & Innovation



And a little about me:

Dr. Julie Durnan, ND

- Practice x 16 years
- Founded two integrative health clinics
- Big fan of Jane app



Today's Topics:

1. Ginger Desk Story
2. Why a virtual office?
3. Considerations for your Virtual Office -
your 6 task checklist
 - a. Leadership & values
 - b. Clients' perspective
 - c. Regulatory
 - d. Tech stack
 - e. Communication
 - f. Work flow
4. Ginger Desk's impact
5. Q & A



The Ginger Desk Story



80%

Clinicians who
moved to telehealth

81%

Clinicians who saw
a drop in revenue

31%

Average revenue
drop across health
care disciplines

The Start of 2020



Why a Virtual Office?

- Saves space
- Dedicated quiet space at home for uninterrupted patient conversations, focused work
- No HR, payroll, tax deductions, vacation pay
- No downtime
- No management required
- Special skills training
- Pay by the task, not the day
- Digital, efficient systems





Benefits to the Remote Admin Team

1. Happier
2. More efficient and useful
3. Intentional collaboration
4. Leverage technology and skillset
5. Staff can build their careers while nurturing their family and their personal goals at home
6. Rural access to jobs

Efficiency



Studies show that most companies get only **37.5% efficiency** out of their staff members.

That's only 3 hours out of 8!

Why pay for what you aren't using?

Happiness and Remote Work

A new study in 2022 finds that remote staff who work from home 100% of the time are **20% happier**.





Happiness & Remote Work

Key findings of the study include:

- The ability to work remotely increases employee happiness by as much as 20%.
- Millennials are happiest when working remotely.
- Returning to office-based work after the pandemic reduces employee happiness.
- Employee happiness decreases as commute times increase.
- Happiness at work is significantly correlated to overall life happiness.

Considerations for Your Virtual Office: Your Checklist

01



Leadership
& Values

02



Client's
Perspective

03



College, Ministry
& Legal
Regulations

04



Tech Stack

05



Communications

06



Workflow



Leadership & Values

“Fight for the things that you care about. But do it in a way that will lead others to join you.” —Ruth Bader Ginsberg, 2015

- Know your 3-5 Core Values
- Expectations
- Job description for all roles
- List of responsibilities and what success looks like



Client's Perspective with a Remote Office

- Human interaction
- Busy patients
- Professionalism
- Patient support between consults



Regulatory Considerations for a Virtual Office

- College requirements
- Understanding of scope
- Local vs oversees admin team
- PIPEDA and HIPAA compliance
- Contacting patients
- Security



Tech Stack

Technology: it's here to stay

Evaluate what you already have,
how its performing, and what you
need

Invest in what is long lasting



Tech Stack Checklist

- Phone app
- Email
- Communication tool - Google Chat, Slack, etc
- Project management - Asana, Click Up, Monday
- Jane tasking - it's gold

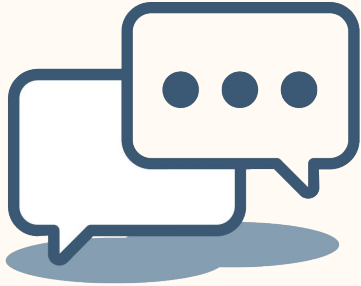




Communication

94% of problems in a business are systems driven.

Only **6%** are people driven.



Communication Considerations

- Working with a virtual team requires more intention
- Missing the water cooler talk, the hallway in integrative clinics, dispensary talk.
- Frequency - how often is too much? Too little?
- Managing expectations
- Email, phone, text, video calls
- Walking meetings



Workflow

“Systems run the business and people run the systems.”

“If you’re too busy to build good systems, then you’ll always be too busy.”

“A bad system will beat a good person every time.”

Life Before a Virtual Office

Emails unresponded

Accounts receivable
adding up

Calls ignored

No patient
follow-up

Inbox with
unread emails

Documents not
being filed

Waitlist growing

Projects on hold
(writing a book, a course)

No time
with family

Patients lost

Patients not
being rescheduled

No time
to exercise



Case Study 1

"I was skeptical because I tried at least 5 different VA services, and no one has followed through on their promises. At my consult call, we discussed this, and I felt confident this company was different. When I got my onboarding package to get ready to work with my VA, I was VERY impressed. It was so thorough. To work successfully with a VA, you need systems and standards. I can't say enough good things about working with Ginger Desk!"

– Kyla Phillips, Registered Nurse, Massachusetts USA

Case Study 2

“Working with The Ginger Desk is quite possibly the best decision I’ve ever made for my practice. I adore my VA and can rely on her to take care of the daily details so that I can focus on patient care. Together, we clarified my business goals and are implementing a strategic plan to help increase my revenue while improving my work-life balance. With the help of Ginger Desk and my VA, I have significantly increased my efficiency and now have a clear long-term vision for my practice as well as the administrative support I need to realize those goals.”

– Dr. Caroline Coombs ND, Naturopathic Physician, Vancouver, Canada

Impact on Practitioner Job Satisfaction and Energy Management

We surveyed our practitioners and report that:



85% of practitioners found
improved job satisfaction

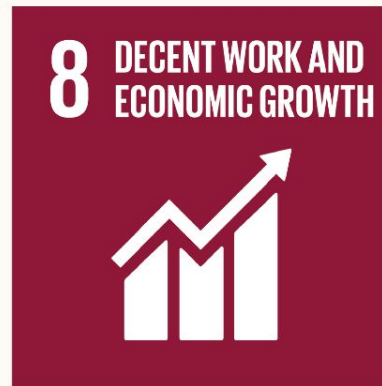
70% of practitioners found
improvement in energy management

Indirect impact: patients getting better care
and practitioners aren't going to burn out.



Impact : UN Sustainable Development Goals

Ginger Desk aims to Impact 3 of the United Nations Sustainable Development Goals



Impact : UN Sustainable Development Goals



Goal 3: Good Health and Well-Being

- Better patient care
- Access to more practitioners
- Improved access to practitioners in remote/rural areas

Goal 5: Gender Equality

Practitioners/Employees

- Women (and men) can manage household and families while advancing their career

Goal 8: Decent Work and Economic Growth

Employees

- Living wage, Flexible schedule, Remote work, Employee stock options, Employee health benefits, On the job paid training, Career advancement

Practitioners:

- Improved job satisfaction, Work from anywhere, Less burnout

Questions?



Thank You



We are creating
administrative freedom
for health practitioners.

hello@gingerdesk.com

