

EAGA Business Builder

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Today's speaker was Dr. Nate Roybal, MD, PhD—Retina Consultants of New Mexico



Dr. Roybal wasn't always a top-notch Ophthalmologist. In the early years, he was just Christopher Nathaniel Roybal (at least when his Mom was angry) growing up in Mora, NM where he was born. He was one of nine children in the family, so life at home must have always been interesting. After graduating from Mosquero High School, Nate headed out toward a medical career and the path from then to now has been a relatively long one. He went to college at NMSU with the intent of becoming a veterinarian, but by the time he had culminating in him becoming the youngest EMT they've ever had) and his experiences there caused him to want to work in the medical world that treats humans. So, Nate next attended UNM where he was a member of their first combined MD/PHD graduating class in 2007. Dr. Roybal then completed an EyeSTAR fellowship and his ophthalmology residency at UCLA before finishing his formal education at the University of Iowa where his studies involved genetic and age-related eye disease diagnosis and therapies, focusing on the retina. In 2020, Dr. Roybal started Retina Consultants of New Mexico. At that practice, he has assembled quality professionals, both physicians and support staff, with the skillsets and attitudes necessary for successful operation of his business. They use the latest technology for getting the right diagnosis and treatments for their patients. Over the past few years, Dr. Roybal has accumulated a large amount of education, training, experience and knowledge about the medical industry in general, and about eye care in specific, but this morning he chose to speak about an aspect of his world that would be more beneficial and informative to a majority of the audience. Operating any business requires understanding people. For a long time, doctors have, out of necessity, been working on understanding relationships. It comes with their work. Last week Retina Consultants saw 34 patients; in 2023 they had 11,600 patient visits; and during his career so far, Dr. Roybal estimates that he has personally experienced about 100,000 patient visits. That is a lot of human interaction. Things Nate has learned in the process: Happy customers lead to referrals. Referrals lead to more business. More business leads to a more fully engaged staff. And all of it leads to an easier life. There are always challenges too. His work is fast paced; most of the time his patients receive an unwelcomed diagnosis; and the treatment procedures are somewhat painful and often require long visit times. It is understandable to realize that not encounters will go well, but tolerating an 85% approval rating is not good enough. Dr. Roybal offered advice about business practices that will be beneficial, no matter the industry you are in: #1—Manage the Referral. Never say "Call the office". If you aren't able to engage the potential patient (customer) immediately, get their name and phone number and text it to your office staff so your folks can contact the person directly. #2—Become A referral Source. Never turn away a call by saying "We don't do that." When a person needs a service that you don't provide, get their name and number and let them know that you will get it to someone that is capable of discussing their need. Then contact the appropriate business and ask them to handle the situation. You will have made two people happy. The person in need of assistance, and the business owner of the company that will have an opportunity for a sale. Never worry about sending a customer to a competitor if that is the best option. You ultimately have a bigger mission in life. #3—Thank Your Referral. When someone refers a customer to your business, keep track of how it went and share the success with whomever made the referral. They will be pleased to know that they were of benefit. #4—Be Impressed, Not Impressive. Congratulate customers on things that went well during the encounter. Letting them feel that they have accomplished something beneficial will most likely illicit a meaningful "Thank You" and they will ultimately feel good about the experience. But don't pander for good reviews. #5—Lead With Generosity. Follow the advice from Proverbs 11:24-25 "One person gives freely, yet gains even more; another withholds unduly, but comes to poverty. A generous person will prosper; whoever refreshes others will be refreshed." And per Tony Robbins: "Find a way to do more for others than anyone else does." Or, more clearly, in words-of-wisdom directly from Christopher Nathaniel Roybal: "You don't need to monetize every transaction and you don't need to make as much money as you can for as long as you can." Continue to share. The good feelings and rewards will follow. Though maybe not always easy, with the correct mindset, Dr. Roybal's business tips are quite easy to understand, and the benefits of following them seem to be relatively clear. There are also couple of other things to mention from Dr. Roybal's presentation this morning. In these days of excessive digital communication and constant social media posts, it is very good to see someone as young as Dr. Roybal realize, and appreciate, the importance of good grammar and proper punctuation. (Apologies to the Doctor for the lack of those in the EAGA bulletins). And, a slight flaw in Dr. Roybal's character became apparent when he discussed his wonderful wife, Sasha, and their young son, Ignacio. It seems as though the good doctor has already begun trying to indoctrinate Ignacio into believing that it is acceptable to be a Rams fan.

*****Please note that there will not be a breakfast meeting on May 28th because of the Memorial Day Holiday***.**

- ◆ The Summer Bash Committee will have their next meeting at 5:30pm on Tuesday, May 21st. It will be at Lonnie Carreathers' office; 1550 Stephanie Rd. NE, Suite 106, Rio Rancho. If you are not already on the committee and would like to be, please contact either Committee Chairmen, Pat Maloy (505-263-3837) or Dan Mowery (505-480-8526).
- ◆ In June, we will have elections for 2 board positions. Of particular interest are members that will be able to step into the Treasurer and the Vice President rolls of the board. If you are interested in being nominated, or if you would like to nominate another member, please contact Paul Losey.
- ◆ *We need speakers and greeters for all of our meetings in June and July.* Note the upcoming schedules at the bottom of this page...There are a lot of available slots. Please contact Mario if you are able to take one of those duties and let him know which day you would like.
- ◆ The Summer Bash will be on Saturday, July 13th at the home of Kit and Toni Turpen. Signup sheets and more information will be made available as we get closer to the event date.

Badge Board Greeters

May 21st

May 28th No Meeting because of the Memorial Day holiday

June 4th

June 11th

June 18th

June 25th

July 2nd No Meeting because of the 4th of July holiday

July 9th

Scheduled Speakers

May 21st Michael Kourcek—Atmosphere Commercial Interiors

May 28th No Meeting because of the Memorial Day holiday

June 4th Laurence Herrera—The Performance Ranch

June 11th

June 18th

June 25th

July 2nd No Meeting because of the 4th of July holiday

July 9th

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