

Tips for Building Successful Partnerships

By the WDS Practice Advisory Committee



From Dr. Sarah Harvey:

The most important feature of a successful partnership is sharing the same values and goals for the practice. It is wonderful to have your own interests, but the values that govern your practice should align and you should be honest and upfront about goals for the future and whether they are compatible.

From Dr. Una Miniter:

- An ideal partnership is mutually beneficial with a non-competitor who has a similar demographic/clientele.
- An obvious and key partnership is with major referring sources: primary care. For the first referral from an office, call personally with a plan and thank them for the referral.
- Meet and greet or attend happy hours with other doctors in your area so they can get to know and trust you. Communication is key. Maintain regular and consistent communication with major referral sources.
- Perhaps you have a med derm or cosmetic niche that other derms in your area do not have. Get to know your colleagues in different practices in your area and see if you can build a mutually beneficial referral flow.

From Dr. Mona Sadeghpour:

Remember that life is about relationships, and in order to succeed in any partnership you have to demonstrate care, trust, and authenticity over time to your partner. This is hard to do during busy working hours. Monthly partner dinners are a great opportunity to connect and talk about topics that you normally do not have the opportunity to talk about. These are often times when creativity sparks, new ideas emerge, and trust is built.

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.