



Techno-Savvy

By Andrew Russ

As we age, our knowledge becomes “crystallized” and we continue to do the things we have learned better and better. The only problem with this is that things do not always remain the same. As entrepreneurs and health providers, we must be willing to change and adapt to new ideas, research and circumstances in order to stay in touch with our clients. One such circumstance that continues to evolve at a rapid rate is technology. Since the advent of the Internet, the rate at which technology advances has been exponential. So how can we effectively manage to become “Techno-Savvy” with the changing wants and needs of our clients?

Brush Up

The first step you must take is to “catch-up” with the current technology. If you are one of the professionals who hides from computers at every opportunity and cringes when any computer task is necessary, then you must realize the value and efficiency technology can offer. Anyone can learn to utilize a computer. Companies spend billions of dollars to ensure that the technology they offer is easy to use and understand. Companies offer technical support, and classes are available to demonstrate the use of various products. Those who choose to avoid the technology in this day and age are doing so out of ignorance of change. Entrepreneurs who refuse to adapt are likely not reaching their full potential.

Pay Attention

Always be aware of current advancements in technology. Know what options are available that can help increase the efficiency of the way you run your business, serve your clients or advertise. Listen to customer demands, explore what other businesses in your field are offering and anticipate future technological needs. Know what is currently popular with the customers that you serve and think of new ways to reach them.

Incorporate Technology

Realize that you don’t have to do it all. Web design or computer programming doesn’t have to be your second job to stay in touch. There are many relatively inexpensive ways to incorporate technology into your business. One easy way is to



develop your own website. Customers have come to expect that a business they are considering purchasing services or products from will have a website. A web site is an easy way to showcase the services you offer. There are many easy-to-use programs available that will help you to build simple websites.

Educate

If you realize that the service you provide will need a lot of technological skills, then you should consider taking some classes or educating yourself. Many technological features are easy to learn with practice. It's as easy as buying the newest cell phone and playing with it. Learn what various products can do and how they can save time. Did you know that you could have Microsoft Office at your fingertips? Phones can do almost anything computers can do and for some companies this is an incredible niche.

Get Help

You don't need a degree in computer programming to help your customers. All you really have to do is know how to use a computer. However, if your customers require what you cannot provide, you can always find help. There are companies that produce, or can produce, software specific to your needs. All you need to do is decide what you want. Hospitals are now using computer charting, nutrition counselors are logging patients' diets from cell phones, educators are giving classes over the Internet and other entrepreneurs are making money while on vacation. It's only a matter of developing an idea of how technology can help you and following through.

The most important thing to consider is that staying in touch with technology is necessary to stay ahead of the competition. If you don't utilize technology that can make things easier for you and your customers, then another company will.

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