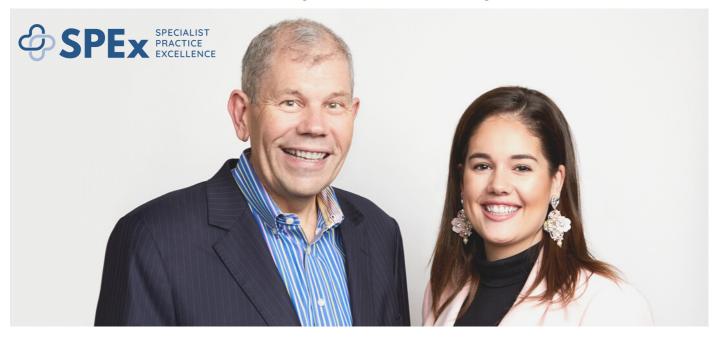
PRACTICE DEVELOPMENT & SURGEON MENTORING

By David Staughton & Brooklyn Staughton



PRACTICE DEVELOPMENT PHASES

- **1. DIAGNOSTIC** *Initial Analysis of Practice Performance & Issues*In order to get better practice results fast, we need to find out the issues and identify the areas for improvement. This establishes the gaps and the first steps.
- **2. STRATEGY** Practice Plan Development Reviewed Quarterly

 A practice business plan is the next step. It is very helpful to clarify your values and your vision for both your practice and your life and create an agreed plan.
- **3. IMPLEMENTING** 90 day Action Plans and Ongoing Development Assistance to help implement your ideas and maintain accountability

2023 INVESTMENT IN PRACTICE DEVELOPMENT

SPE PRACTICE DEVELOPMENT OFFER

Regular Surgeon & PM Meetings
Phone & Email Support
Shared Practice Resources
Website Improvement & Audits
Fast Start Action Program
Practice Manager Coaching
Practice Advisors Meeting

Content Planning & Creation
Coordinate Webmarketing/ SEO
Team Performance Assessment
Team Development Tools
Enquiry Conversion Coaching
Consult Conversion Coaching
B & A Patient Photo Coaching
Get More Reviews Coaching

OTHER AREAS FOR PRACTICE IMPROVEMENT

Dave Staughton provides Strategy and Ideas to assess and improve these key areas

GET MORE PATIENTS

Practice Marketing Branding & Positioning Webmarketing Social Media **Directories & Listings Content Strategy** Google My Business Patient B & A Photos Better Patient Experience Front Desk Success **Inbound Enquiries** Chat/Email Enquiries **Conversion Improvement** Sales Collateral More Patient Reviews Database Marketing E-Newsletters VIP Patient Club Referrers & Recommends Photography - Surgeon Surgeon Videos Reviews & Testimonials **Device Marketing** Surgeon Consulting

PRACTICE OPERATIONS

Staff Performance Recruitment & Selection **Training & Induction Team Building** Communications Leadership Development Incentives & Bonuses Surgeon Diary Management Effective Time Management Online Reputation **Effective Purchasing Surgeon Associations** Clinic Stock Control Checklists & Manuals Systems & Processes Medicare & Health Funds Surgery & Patient Outcomes Software - PMS & CRM Genie Improvements Surgeon Development Non-Surgical Performance **Device Marketing**

RISKS & FINANCIAL

Pricing Strategy Personal Development Money Beliefs Pricing Confidence Surgeon Credentialling Surgeon Life Plan **Business Planning** Goalsetting & KPIs Accounting Review Cashflow Audit Practice Profitability Financial Performance Asset Utilisation Succession Planning Risks & Insurances **Negative Reviews Patient Complaints Litigation Support** Workplace Claims Cybersecurity WHS & OHS **HR & Contracts** Expansion plans **Exit Strategy**

OUTSOURCED PRACTICE DEVELOPMENT - EXTRAS

Available at an extra fee (P.O.A)

- Website Technical & Dev Support
- Social Media Management
- Practice Marketing Collateral
- Automation Funnels AC

- Video Production for Surgeon / Team
- Staff Recruitment & Selection
- Team Assessment Profiling Tools
- Google Ads / Facebook Ads if req

TERMS & CONDITIONS

Monthly retainer fee payable monthly in advance. Minimum 12 months. www.davidstaughton.com.au