

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