

Be the Consultant and evaluate YOUR Practice

The first nine years of my life were spent on a farm in Northwest Montana. This is where I learned to work hard! It has also provided me with a storehouse of sayings that still ring true today: “If you want something done right, you’d better do it yourself!” and “The animals can sense uncertainty...act like you know what you’re doing!” Good advice; even in the Healthcare Profession.

Let’s focus on asking the right questions before we discuss some of the potential solutions. It’s important to write down each question so we can formulate a plan to solve each one of them. At the bottom of my blog, I’ve got another survey for you to fill out. Next week I’ll tackle the challenges that all of you list most frequently.

- 1. What are your three biggest challenges?**
- 2. What are your three biggest opportunities?**
- 3. What, about your practice, keeps you up at night?**
- 4. What would be the main reason you might consider hiring a consultant?**
- 5. Where is your business headed in the next year; and the next five years?**

There are three areas within a practice to look at: the Front, the Middle and the Back. I have seen practices that are great at marketing, yet patients leave out the back as fast as they come in the front! Other practices have extremely loyal patients, but only acquire one or two new patients each month! Lastly, I’ve seen what, at first, looks like a perfectly balanced practice; but, due to operational inefficiencies, never seems to have enough money!

This week, break your practice up into the three components mentioned above and write two paragraphs about each. Paragraph #1 should discuss what is working well and paragraph #2 should discuss what is wrong. You’ll be writing a total of six (6) paragraphs. (Sounds like a school assignment! Lol)

Now, let me warn you...DO NOT...let your mind wander into possible solutions YET! Correcting an ailing business is a lot like treating a patient. A THOROUGH exam needs to be done before treatment can begin! Once we’ve identified the problems in each area, we can go to work and make changes to get your business healthy. Together, we will work on the Roots of the problem as well as immediately addressing some of the painful Branches.

So I can address specific problems you’re experiencing, please take 10 minutes and complete the following survey.

Survey: “Asking the Right Questions” (<http://contact.miridiatech.com/surveys.php?id=14>)

I look forward to providing some answers next time! Have a great week!

Asking the Right Questions – Business Worksheet

Let's focus on asking the right questions before we discuss some of the potential solutions.

- What are the three biggest challenges in my practice?
 - _____
 - _____
 - _____

- What are the three biggest opportunities in front of me?
 - _____
 - _____
 - _____

- What about my practice keeps me up at night?
 - _____

- Where is my business headed in the next three months?
 - _____

- Where do you see your practice in five years?
 - _____

- My biggest problem is:
 - Marketing and attracting new patients
 - Office management and finances
 - Patient compliance and retention
 - Other:

- How much time do you spend with a New patient? *
 - 30-45 min
 - 45-60 min
 - 60-90 min

- How much time do you spend with a regular patient? *
 - 5-10 min
 - 15-20 min
 - 15-30 min
 - 30-60 min
 - 60+ min

- When it comes to the “Business” side of my practice, I feel like...(check all that apply)
 - I have tried everything I can think of
 - I have almost no business experience
 - I can't afford to make a wrong business decision
 - I just want to improve on what I've got
 - My practice is doing well, but I feel I should be doing better financially
 - I need more time off...but can't afford it
 - Other: _____



Identifying where to start

Front – Middle - Back

I have seen practices that are great at marketing, yet patients leave out the back as fast as they come in the front! Other practices have extremely loyal patients, but only acquire one or two new patients each month! Lastly, I've seen what, at first, looks like a perfectly balanced practice; but, due to operational inefficiencies, never seems to have enough money!

In this worksheet look at your practice in three segments: Front, Middle & Back. Write two paragraphs about each. Paragraph #1 should discuss what is working well and paragraph #2 should discuss what is NOT working.

Front (Marketing, PR, bringing the patients in)

What's Working Well: _____

What's NOT Working: _____

Middle (Patient experience, education, operations, billing, accounting etc)

What's Working Well: _____

What's NOT Working: _____

Back (Patient improvement, compliance, referrals, retention)

What's Working Well: _____

What's NOT Working: _____
