

# Twenty Tips To Move Your Healthcare Practice Forward

Commercial Strategy In Healthcare

Look at your KPIs from this year and decide what areas you need to focus on

Average Sale Price



Cancellation Rate



Conversion Rate



If you do not have a Practice Management software system, not talking Noah here, get one.

HEARFORM  
THE NEW STANDARD

 **Blueprint** solutions

 **Ipro**  
INTERNATIONAL

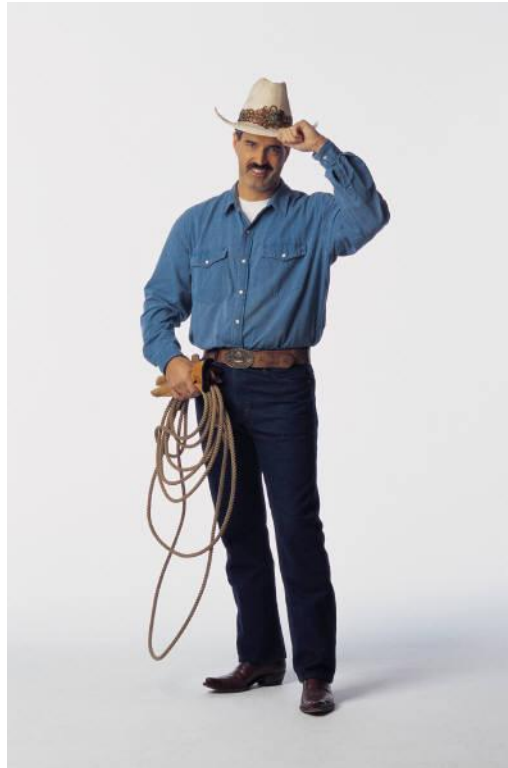
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EAR WORKS 

Ensure all your Patient data is entered  
into your Practice Management  
software



# Put in place a clear and in-depth Patient Retention & Referral Strategy



# Put in place a clear Patient Journey



Put in place a corresponding clear and rigid Patient Communication Strategy



Ensure the buy in of all your stakeholders,  
Staff primarily and Patients also





In your new, or old Practice Management software, automate service call backs as per your Patient Journey



Write some clear, medico legal grade, precise and human letters to be used in your new automatic mail-merges for Call Back letters, Hearing Test Reports, Test No Sales one month contact letter, Test No Sales Annual Test Call Back Letter etc.. etc..



Re-paint your Practice, unless you have done it in the last ten months



Replace your waiting room chairs unless you have done within the last four years



Make a New Years Resolution that between every appointment you will take five minutes to clean your consultation room, tidying away cables, tubing boxes, cleaning equipment etc. from view



Replace your Posters and point of sales displays if they are any more than three months old



Actually leverage your shop window if you have one, with well thought out and deployed POS



Review your practice environs critically  
with the concept of brand presentation in  
mind, be honest and ruthless





Ensure your web presence does not let  
you down



Leverage your website for campaign offers,  
educational uses and introduce a regularly  
updated news section



Remember your web presence is not static, it needs to be dynamic



Think clearly and carefully about a social media presence and how it can affect you web presence

The Google logo, consisting of the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

This list is not exhaustive,  
think up ten more things  
you need to do!