

5 tips to work less yet earn more

This is gold dust ✨

Sprinkle liberally all over your practice



Business Academy
for Clinicians™

WE'VE GOT YOUR BACK



1. Be Proactive not Reactive

As clinicians we are used to REACTING to what comes through our doors.

In clinic we act in the moment based on our patient's needs.

In business Reacting is exhausting and leads to at the least a never ending list of jobs to do.

At worst it leads to burnout.

Burnout happens when you are in a state of constant alert. Never switching off.

If you plan the 'work on the business' elements of your day you will be more productive, achieve more in less time. And being intentional about your business growth will yield better profits.



2. Look at your CPI daily

In business language we are familiar with KPI's.

But I would say your CPI's are the key.

These are literally your critical performance indicators without which your business would die.

What you give attention to grows.

These will be more the things you need to do daily rather than big picture stuff.

E.g good sales on the day. Are you and the team attentive to the sales conversation?

If it's not good, what action do you need to take. What action can you take?

Paying attention to your business numbers will improve your cash position.



3. Manage your own mindset

As a clinician how do you do in the sales area of your business?

Many clinicians don't like sales and would rather leave it to the team.

They feel it's unprofessional.

I say it's actually part of our job to provide the best solution to a patient's problem.

That solution will often be a product or additional service you offer.

Making the patient aware of this solution is all about having that conversation with them but if you feel icky about it, they won't feel comfortable and ultimately look elsewhere because you didn't solve their problem.

It's not just the diagnosis that matters to a patient. They want you to help improve things.

If you don't someone else will and that will reduce your potential revenue. You will need to work more, see more patients in order to meet your revenue goals. Paying attention to sales will improve your cash flow.



4. Provide outstanding service and foster trust

Retention, returning customers and referrals from happy clients is the backbone of every thriving clinical practice.

Make sure you invite them back and when they do return welcome them in.

Check your recall procedures, actively make sure every client is happy when they leave.

Create a community of fans that will have no hesitation recommending your practice.

Have a reason that they return which is not just about your clinical expertise but more about the whole practice experience.

Be an active member of your local community. This serves to get you known outside of the clinical practice setting and helps build trust.

People buy from people they trust. People recommend people they trust.



5. Make sure your colleagues feel supported

A team of happy, supported people working towards a common shared goal are seductive.

The vibe they create will attract people to you.

Have you been around a group of happy children.

You just have to stop and look. Or been to watch a concert where everyone is clearly happy to be there. That mood is catching.

Think The Fish Philosophy. Check it out on YouTube.

Your team is the key to your business success.

If they are happy to be at work, feel empowered and valued, they will generate the revenue and look after your patients to your satisfaction.

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