

HOW TO LAUNCH AND SCALE YOUR PRACTICE IN 90 DAYS

**FROM ZERO PATIENTS TO
BOOKED OUT BLUEPRINT**





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MINDSET SHIFT FOR CLINICIANS ASPIRING TO BECOME SUCCESSFUL BUSINESS OWNERS

Embracing Business Acumen Enhances Healthcare Delivery

- Recognise that good business practices are the driving forces to great healthcare. Running a profitable business does not take away from patient care; in all aspects, it very likely improves not only patient satisfaction but patient outcomes.
- Understand that "profit" is not a dirty word in health care. Financial success means that you will be able to invest in the newest treatments, technologies, and training, all of which help raise standards of patients' care.





Step 1: Understanding Your Ideal Patient

The first step to kickstart significant growth within 90 days is clear: Understand who your ideal patient is. This insight is the cornerstone of your marketing strategy, shaping your service and enhancing patient care. Without this clarity, you might find your efforts scattered, impacting both your reach and your practice's success.

Many practices make the mistake of casting too wide a net, attempting to cater to everyone. This approach dilutes your marketing message and leads to missed opportunities to connect deeply with the patients most likely to benefit from your specialised services.

FOCUSING ON YOUR CORE PATIENT GROUP

Identifying and focusing on a specific group of patients allows for targeted marketing and personalised service, which can dramatically improve patient satisfaction and loyalty. This doesn't mean you're excluding potential patients; rather, you're honing your message to resonate with those you're best equipped to help.





CRAFTING YOUR IDEAL PATIENT AVATAR:

Profile your patients: Develop up to three detailed patient profiles. Consider factors like demographics, health challenges, and lifestyle habits.

- Align problems with solutions: Identify the unique challenges each profile faces and how your services offer solutions.
- Assess desire and value: Determine which patient profiles have the most substantial need for your services and the potential for long-term engagement.
- Deep dive into their world: Understand the motivations, fears, and aspirations of your chosen profile. This understanding will guide your marketing and service refinement.

THE HEALTH COLLECTIVE ADVANTAGE

To streamline this process, we offer an AI-powered tool that identifies your ideal patient profiles in under a minute. This exclusive tool, available to all Health Collective community members, saves you hours of research and analysis.



Step 2: Mastering Paid Social Media Marketing

TURNING CLICKS INTO CONSULTATIONS

We've moved beyond relying on organic reach to fill your appointment book. In today's digital world, paid social media marketing stands out as the fastest route to drawing new patients to your clinic.

Understanding your patient's lifetime value—how much they spend with you over time—allows you to strategically allocate your budget for acquiring new patients.

The reluctance to invest in marketing, while waiting for word-of-mouth referrals, is often the most significant barrier to business success for practitioners.

Embracing marketing could be your most lucrative investment. With the right strategy, there is potential for a tenfold return on your investment in just a week, turning \$100 into \$1000. You can rinse and repeat this cycle - which is exactly what hugely successful companies do.

To put this into comparison, with property or other traditional investments, you'd be lucky to get a 10% return per year. So, that same \$100 would only grow to \$110 by year's end. This contrast highlights the exceptional potential of marketing investments to accelerate your practice's growth far beyond conventional avenues.



IDENTIFYING WHERE YOUR PATIENTS HANG OUT ONLINE

Pinpoint where your ideal patients spend their digital downtime. Whether it's scrolling through Facebook, double-tapping on Instagram, or connecting on LinkedIn, choosing the right platform is crucial. It's all about being where your audience is, ensuring your message is seen and heard.

CRAFTING YOUR CAMPAIGN

- **Precision targeting:** Leverage the advanced targeting features of social media platforms to zero in on your ideal patients. Age, location, interests, and behaviours can all be used to ensure your ads are seen by the right eyes.
- **Budgeting wisely:** Start with a modest budget to test the waters. Experiment with different ad formats and messages to see what resonates with your patients. Gradually increase your spending on the most effective strategies.
- **A/B Testing:** Regularly tweak your ads' elements, from images to copy to call-to-action buttons. This continuous optimisation process is key to discovering what captivates your audience.



THE SECRET SAUCE: IRRESISTIBLE OFFERS

What truly sets your ads apart is the value proposition you offer. Whether it's a first-consult discount, a unique service bundle, or an engaging health webinar, your offer should be compelling enough to prompt immediate action. When you understand your client and their lifetime value, and have plugged the holes in your business bucket to stop attrition, having a simple effective offer is incredibly valuable. We show you all of these steps in both our coaching programs and at The Health Collective

EMBRACE THE POWER OF PAID SOCIAL

By integrating these strategies, paid social media marketing will do more than just attract leads—it will transform them into loyal patients, ready to advocate for your practice. In the realm of digital marketing, visibility is key. Your future patients are out there, scrolling and searching. It's time to ensure they find you.





Section 3: Engaging Prospective Clients with Speed and Precision

FIRST IMPRESSIONS MATTER

In the digital age, the speed at which you respond to prospective clients can make or break your practice's growth. A swift, personalised engagement not only sets the tone for your relationship but also significantly increases the likelihood of conversion.

BUILDING A RAPID RESPONSE SYSTEM

The golden hour: Aim to respond to inquiries within an hour. Delay can mean the difference between a new patient and a missed opportunity.

The Health Collective uses a mix of AI and Human Touch to accomplish this: Use a blend of AI for immediate responses and trained staff for personal follow-ups. This combination ensures efficiency without sacrificing the personal connection that is crucial in healthcare.



PERSONALISING THE ENGAGEMENT

Tailored communication: Customise your responses based on the prospective client's inquiry. Use the information they provide to make your communications feel personal and relevant.

Effective conversation scripts: Develop flexible scripts that guide the interaction while allowing for natural conversation flow. Focus on understanding and addressing the prospective client's needs, positioning your practice as the solution.

QUALIFICATION AND NEXT STEPS

Qualification questions: Integrate questions that help identify whether the prospective client's needs align with your services. This ensures a fit, respecting both parties' time and effort.

Clear next steps: End each interaction by clearly defining what the prospective client can expect next. Whether it's booking an appointment or receiving additional information, clarity is key.



THE FOLLOW-UP STRATEGY

Engage the undecided: Not everyone will be ready to commit. Develop a structured follow-up strategy to keep your practice front of mind, nudging them towards making a decision.

Feedback loop: Implement a system to gather feedback on these initial interactions. This invaluable input allows for refinement of your engagement process.

Emphasising the Human Element

At its core, healthcare is about connections. Your initial engagement with prospective clients should reflect your practice’s commitment to individualised care and attention. By personalising the experience from the first interaction, you build a foundation that can significantly influence the client’s decision to choose your practice.

We provide the exact templates and action steps you need at The Health Collective so you can press play and be up and running in minutes not months.





Step 4: Transforming the Initial Consult: Building Engaged Partners in Health

BEYOND THE FIRST IMPRESSION

The initial consultation is your golden opportunity to transition a sceptical patient into an active participant in their health journey. This isn't just a routine assessment; it's your opportunity to lay the groundwork for a trusting and collaborative patient-provider relationship.

The Collaborative Consult Framework (free to all members of TheHealthCollective.melbourne and available to purchase)

The Collaborative Consult represents a transformative shift for your clinic. By mastering this approach, you engage directly with your patients' fundamental human needs, fostering a connection. Say goodbye to patients who are “not invested in their health” and high cancellation rates- this alone can double your practice in 3 months

The power of empathy and understanding: Adopt motivational interviewing techniques to explore the patient's perspective, motivations, and barriers. This approach encourages open dialogue and mutual understanding.

Centering the patient in care: Employ patient-centred care principles to ensure the consultation focuses on the patient's needs, preferences, and values. This method fosters a partnership where decisions are made together, enhancing trust and commitment.

Behavioral insights for lasting change: Apply behavioural science principles to address habits and motivations influencing health outcomes. Understanding these factors allows you to tailor interventions that resonate on a deeper level, encouraging sustainable health behaviours.

TURNING CHALLENGES INTO OPPORTUNITIE

Many practices face the issue of patient retention post-consultation. By reimagining the initial consult as a transformative experience, you can significantly reduce drop-offs and no-shows.

- **Engage deeply:** Go beyond the medical checklist. Engage with the patient's story, their goals, and their concerns, hearing and valuing them from the start.
- **Build trust:** Use this opportunity to build trust, not just by listening but by sharing how your practice can support their health journey.
- **Set expectations:** Clearly outline what they can expect from their treatment plan, including milestones and how you'll navigate challenges together.
- **Start with the end in mind** - what is the goal of the initial consultation - to help the patient commit to a treatment plan that they have crafted with you to help them get the results that they want. Without commitment and ongoing motivation the best plans will fail and your clinical skills are not enough to achieve this. Letting “your results speak for themselves” does not help patients achieve their goals.



THE RESULT: A THRIVING PRACTICE

Mastering this approach to initial consultations can transform patient engagement and retention rates. When patients feel understood and involved in their care decisions, they're more likely to adhere to treatment plans, attend follow-up appointments, and advocate for your practice.

Key Takeaways for Your Practice:

- **Focus on the relationship:** The first consult is the start of a healthcare partnership. Make it count by focusing on building a strong, trust-based relationship.
- **Empower your patients:** Patients who feel empowered and engaged in their health decisions are more likely to commit to their treatment plans and achieve better outcomes.
- **Continuously improve:** Gather feedback after initial consultations to refine your approach, ensuring that you're always providing the best possible experience for your patients.





Step 5: Embracing Clinical Excellence and Continuous Learning

ELEVATING YOUR PRACTICE THROUGH EXPERTISE

Achieving and maintaining clinical excellence is the cornerstone of a thriving healthcare practice. It's about more than the treatments you offer; it's a commitment to continuous learning, patient care, and ethical standards that set you apart.

COMMITTING TO CONTINUOUS EDUCATION

Stay ahead: Regularly update your knowledge base and clinical skills by engaging in continuous education. Whether through workshops, courses, or seminars, staying informed about the latest medical advancements ensures you provide the best care possible.

Foster a learning environment: Encourage a culture of learning within your practice. Sharing knowledge and experiences not only enhances team capabilities but also elevates patient care.

PRIORITISING PATIENT-CENTRED CARE

Understand to serve better: Realising patient needs allows for more personalised and effective treatment plans. This commitment to patient-centred care elevates the patient experience.

Adopt a multidisciplinary approach: Collaborate with other healthcare professionals to provide holistic care. Integrating different perspectives and expertise can lead to better patient outcomes and a more dynamic practice environment.

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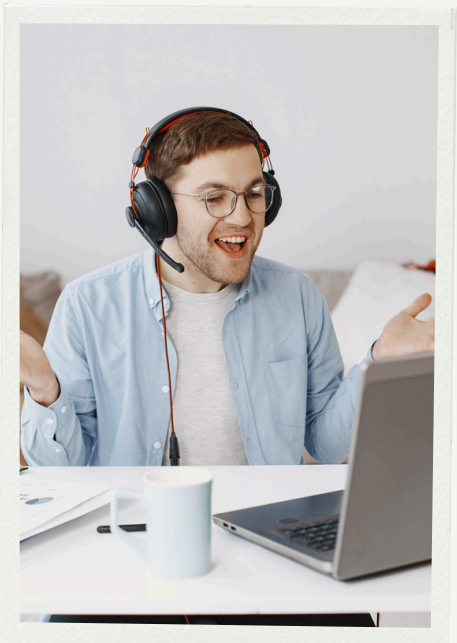
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UPHOLDING THE HIGHEST ETHICAL STANDARDS

Ethics at the core: Make ethical considerations a primary aspect of your decision-making process. Patients trust you with their health, and upholding the highest ethical standards is paramount to maintaining that trust.

Transparent communication: Always communicate honestly and openly with your patients about their treatment options, potential outcomes, and any risks involved.

You can find a mentor anywhere in the world who can support you and guide you, either in a clinical sense or a business sense.





Step 6: Cultivating Growth Through Local Community Partnerships

EXPANDING REACH, STRENGTHENING IMPACT

Forging local community partnerships is a dynamic strategy to broaden your practice's influence and reinforce its commitment to health and wellness. By aligning with partners who share your ethos and serve similar demographics, you can create symbiotic relationships with benefits for all parties involved.

STRATEGISING MUTUALLY BENEFICIAL COLLABORATIONS

Identify like-minded partners: Seek out local businesses, organisations, and community groups whose values align with your practice's mission.

Diverse partnership opportunities: These collaborations can manifest in several ways—be it through joint promotional activities, co-hosting community health events, or conducting wellness workshops. Each partnership avenue should offer value both to your practice and to your partner, cultivating a network of support.

DEMONSTRATING COMMITMENT TO COMMUNITY HEALTH

Active participation in health initiatives: Show your dedication to the community's well-being by getting involved in local health-related events. Sponsor charity runs, partake in health fairs, or offer free educational workshops on wellness topics. Such endeavors not only spotlight your practice as a community health advocate but also present your services closer to potential patients.

AMPLIFYING REACH THROUGH COLLABORATIVE CONTENT

Joint content creation: Work alongside your partners to produce engaging content that resonates with a broader audience. Whether it's through insightful blog posts, social media campaigns, or informative newsletters, shared content efforts can significantly extend your reach and introduce your practice to a wider community.

ENSURING PARTNERSHIP SUCCESS

Monitor and refine collaborations: Regular assessment of your partnership efforts is key to understanding their impact. By tracking the outcomes and feedback from these initiatives, you can pinpoint areas for enhancement and reinforce what works well. This improvement cycle guarantees that your community partnerships remain dynamic, beneficial, and aligned with both your practice's objectives and the community's interests.

THE COLLECTIVE BENEFIT

Through deliberate and thoughtful community partnerships, your practice not only boosts its visibility but also plays a pivotal role in enhancing public health. This strategy transcends business growth, weaving your practice into the community fabric and fostering an ecosystem where everyone thrives.





Step 7: Track Your Numbers, so you can Scale or Pivot

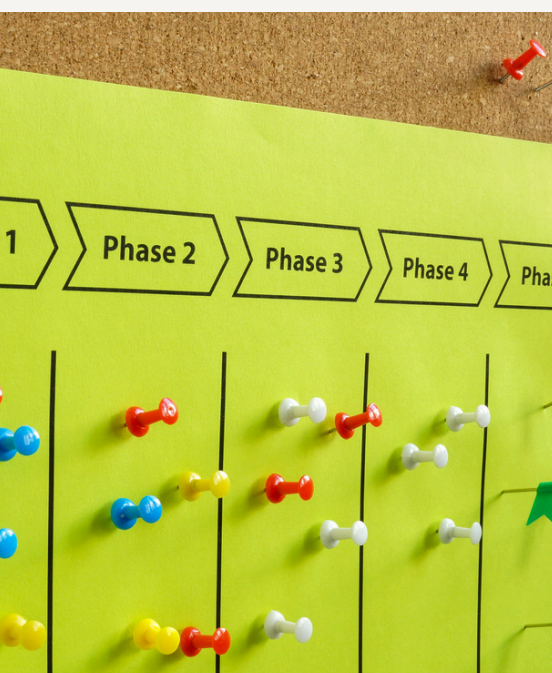
Diving into the financial side of running a practice can seem intimidating for clinicians. With precise data and metrics, informed and strategic business decisions are made. Understanding the nuances of your financials isn't just about keeping the books in order; it's about identifying opportunities for growth or the need to pivot your strategies for better outcomes.

- **Marketing investment and ROI:** Track your investments in marketing efforts and evaluate the return on investment (ROI). This analysis is vital to understand which strategies are yielding results and where adjustments might be necessary.
- **Patient metrics:** Keep a close tab on the number of new patients, their visit frequency, and cancellation rates. Monitor the rate of patient return—those who come back for more services provide insight into patient satisfaction and loyalty.
- **Source of patients:** Identifying where your patients are coming from helps tailor marketing efforts more effectively and can pinpoint new opportunities for growth or areas for improvement.
- **Patient journey mapping:** Understanding the journey of your patient's aspirations, from first contact through ongoing care, can reveal critical insights into enhancing the patient experience and improving service delivery.



- **Profitability:** Recognising that profitability is essential and perfectly ethical in healthcare is essential. Profit allows for reinvestment into your business, whether through upgrading facilities, adopting new technologies, or investing in staff training, all of which contribute to better patient care.
- **Business as lifestyle support:** Aim to structure your business so that it supports your lifestyle goals rather than becoming an overwhelming obligation. The ideal is a practice that not only fulfils your professional aspirations but also aligns with your personal life, providing both financial security and personal satisfaction.

By meticulously tracking these aspects, you're not merely observing numbers; you're actively engaging with your business's performance. This engagement enables you to make strategic decisions, whether to pivot your approach in certain areas or to scale successful strategies for greater success. The goal is to create a practice that not only thrives financially but also enriches your life and the lives of your patients.





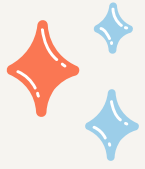
Step 8 : Scale what is working in your practice

LEVERAGING INSIGHT FOR GROWTH

With a clear understanding of our ideal client, a tailored marketing strategy in place, and a collaborative consult framework to win them over, we've effectively plugged the holes in our proverbial bucket. This groundwork sets us up to escalate our marketing efforts, significantly boosting our clinic's growth. This entire foundation can be laid down in just 30 days, preparing us for a concentrated two-month push to attract new patients and broaden our impact. By following this structured process, we've consistently helped clinics transition from empty calendars to fully booked schedules within 90 days. It's crucial to remember, however, that the path to scaling is not one-size-fits-all; some may find their practice expands more quickly, while others may take longer. Success largely depends on a practitioner's willingness to learn, adapt, and commit to both excellent patient care and savvy business operations.

AMPLIFYING YOUR IMPACT

It's time to amplify our marketing efforts with renewed confidence in our strategies. Understanding our business metrics, particularly the return on investment from marketing dollars, is vital. For instance, if investing \$100 in marketing generates \$1000 in revenue, the logical step is to reinvest a portion of that profit back into marketing to continue our growth trajectory. This could mean investing \$200 to generate \$2000, or even \$500 to achieve \$5000 in revenue. The growth potential is boundless, and this strategic reinvestment is how we've successfully scaled hundreds of healthcare practitioners to full appointment books.



ACHIEVING FOCUSED GROWTH: THE PATH TO SCALING YOUR HEALTHCARE PRACTICE IN 90 DAYS

Imagine for a moment learning complex clinical skills entirely on your own. It would be incredibly difficult, and your chances of success would be slim.

Running a successful allied health practice is no different. It requires a sophisticated understanding of finances, regulations, and marketing, just as much as it demands strong clinical skills.

That's why mentoring is just as crucial on the business side. Seek out experienced mentors who have a proven track record of building thriving practices and coaching others to achieve the same.

By investing in your business acumen, you'll ensure your practice flourishes alongside your clinical expertise.

Fast-Tracking Success with THC: At The Health Collective, we embody this focused growth philosophy. With over two decades of experience and success in coaching hundreds of practitioners, we've seen how practices can transform, reaching fully booked schedules within 90 days. Our approach is thoroughly tested, proven, and customised to meet the unique demands and opportunities of the private practice sector.

The Health Collective will be coming to an area near you with aims to open 15 practices a year.

You can register your details to receive updates when we will be in your area.

