

Practice Focus

Month 3



**Creation of Opportunity
Is Our Greatest Responsibility**



At Your Next Team Meeting:

1

Scan the QR Code and Watch Scott's Practice Focus Video

2

Complete the Team Activity

3

Submit Your Action Plan to DST

Practice Focus

Month 3



Creation of Opportunity Is Our Greatest Responsibility

1. *Personal Check-in*

- 4 Questions to Stay On Track

2. *Vision*

- Creating a Diagnostically-Focused Mindset

3. *Impact*

- How Do I Impact...
- Morning and End of Day Huddles

4. *Expansion*

- Enhancements
- 5 Tools We Can Use
- Every Patient, Every Time

5. *Multiplication*

- Turning Healthy Patients Into Referrals, Reviews, and Testimonials
- Healthcare Partnerships
- Problems to Possibilities

Action Plan

Personal Check-in



4 Questions to Stay On Track

What's going well?

What could be better?

What questions do I have for others?

What decisions do I need to make?

Action Plan

Vision

Creating a Diagnostically-Focused Mindset

*The hole we give through is the hole we receive through:
Health >>> Value >>> Money*

Our #1 responsibility is to expand our opportunity to serve.

*Are we building bigger visions with our patients?
Answer on a scale from 1-10*

*Are we advocates of 100% health?
And with no compromise or negotiation?
Answer on a scale from 1-10*

*Typically, teams are at 1/3 the diagnosis they need to reach the
goals they'd like to achieve.*

What do we think is the quickest way to close that gap?

Action Plan

Impact



Every Team Member, Answer These Questions:

How do I impact new patients?

How do I impact existing patients?

*How do I impact friends and family?
(Patients' friends and family, and my own friends and family.)*

How do I impact referrals, reviews, and testimonials?

How do I impact healthcare partnerships?

Action Plan

Impact



Huddles

Morning Huddles are for visualizing and creating those 5 pathways to impact.

How can we leverage our Morning Huddles to increase our opportunities within those 5 pathways to impact?

End of Day Huddles are for taking inventory of those 5 pathways to impact.

How can we leverage our End of Day Huddles to increase our opportunities within those 5 pathways to impact?

Action Plan

Expansion

Enhancements

What enhancements do we offer that allow us to expand the vision and engage at a deeper level with our patients?

5 Tools We Can Use

Preparation

Technology and Diagnostic Demonstration

Strategy and Triangles of Trust at the Beginning, Middle, and End of Our Patient Experience

The 3 P's (Pictures, Proof, and Pain)

Asking Questions

How can we leverage these 5 tools to facilitate engagement and create connection to an expanded vision?

This image shows a blank sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Action Plan

Expansion

Every Patient, Every Time

How will we treat every patient like a new patient every time?

What's our practical definition of that concept?

What tools will we use?

How will we ensure we execute that experience consistently?

Answer specifically for existing patients.

Action Plan

Multiplication

Turning Healthy Patients Into Referrals, Reviews, and Testimonials

How can we effectively transition happy, healthy patients into the referral, review, and testimonial stage of our experience?

When's the opportune time to do that?

What language will we use?

How will we ensure we have time dedicated for this?

Action Plan

Multiplication

Healthcare Partnerships

We're the BEST healthcare partners—for both our patients and professional referral sources—everyone should WANT to partner with us and our mission.

How can we be more engaging with our existing professional referral sources?

How will we include our professional referral sources in the patient transformation process?

What can we do to create more healthcare partnerships like the favorite connections we already have?

Action Plan

Multiplication

Problems to Possibilities

Lowest Value:

Taking a patient from “Bad Health” to “Good Health”

Average Value:

Taking a patient from “Good Health” to “Better Health”

Highest Value:

Taking a patient from “Better Health” to “Best Health”

How will we embrace the highest-value actions, leverage quality over quantity, and play with multiplication instead of merely addition in our practice?

i.e. Playbook of Creation, Philosophy of Care, Practice Manifesto