

SYSTEMS What will your systems look like in 12 months?

What processes need to be implemented in your clinic?

1. Describe what needs to be changed and implemented in your clinic in each of these key clinic areas:

Administration	Clinical	Communication	Technical support

THE TEAM

What will your team look like in 12 months?

Who needs to be involved (technical, administration, other clinicians) and how do they contribute?

1. List your team members, their role and contribution in each of these four key clinic areas:

Administration

NAME	ROLE / CONTRIBUTION

Clinical

NAME	ROLE / CONTRIBUTION

Communication

NAME	ROLE / CONTRIBUTION

Technical support (internal & external)

NAME	ROLE / CONTRIBUTION

LEADERSHIP

Getting your team where it needs to be in 12 months

What is your role in ensuring the clinical plantar pressure is a success in your clinic?

Whether you are the owner or an employee in your clinic, you will be the clinical plantar pressure leader in reaching your vision. You will need to have influence over others involved in taking your clinic from where it is now to where you want it to be. Some of the team may even be external to your clinic such as an orthotic lab or technical support for your plantar pressure equipment.

1. What is your role:

2. How can you provide leadership in each of these key clinic areas?

Administration

Clinical

Communication of
Information

Technical support

Administration	Clinical	Communication of Information	Technical support

THE NUMBERS What will your numbers look like in 12 months?

What key performance indicators are needed to measure success?

1. Set 3 specific major goals

EXAMPLES: 1. Percentage of existing patients where plantar pressure analysis is used per month 2. Number of new patients where plantar pressure analysis is used per month 3. Percentage increase in spend per patient

My three major goals:	1	2	3
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Minor goals linked to actions will influence your three major goals

Lead measures influence the outcome

Lag measures track the outcome

1. Communication - set minor your goals

Good communication has a significant influence over the number of patients you receive.

EXAMPLES: LEAD MEASURES: Patient Reports/Letters Meeting/calling potential referrers
LAG MEASURES: Number of letters sent Number of meetings/calls

Communication goals:	LEAD MEASURES:	
	LAG MEASURES:	

2. Patient numbers - set your minor goals

Patient numbers are influenced by tracking the number, type and rebooking rate of patients and the amount they spend with you

EXAMPLES: LEAD MEASURES: The rebooking rate of your patients The number of recalls you send to existing patients
LAG MEASURES: The rate of patient compliance to your treatment plans The number & conversion rate of of new callers to your clinic

Patient number goals:	LEAD MEASURES:	
	LAG MEASURES:	

MARKETING Getting your clinic where it needs to be in 12 months

How and to whom will you promote your expertise in clinical plantar pressure?

1. What does your ideal patient look like?

EXAMPLES:	Age and activity Socioeconomic Health motivation
My Ideal Patient:	

2. What is the best way to connect with your ideal patient?

EXAMPLES:	Directly through online or other media Indirectly through health referrers, clubs and groups etc
My method of communication:	

3. Set minor goals linked to actions that will influence your three major goals

EXAMPLES:	LEAD MEASURES: Number of targetted online blogs/posts per month	
	LAG MEASURES: Number of patients who select "Online" as their source of referral	
EXAMPLES:	LEAD MEASURES: Number of events with key partners such as a club or group	
	LAG MEASURES: Number of patients attending via the club or group	
Communication Goals:	LEAD MEASURES:	
	LAG MEASURES:	