

## ONE YEAR ONLY

Coaching schedule: 48 hours over 12 month period.  
(Please, scroll down for hourly breakdown)

### Create Solid Foundation:

- Set your goals and vision.
- Strengthen up your leadership skills.
- Maximize use of your and your staff's innate abilities.
- Optimize ways of sharing your goals and vision with patients and staff.
- Get to know you patients.
- Optimize and improve office atmosphere.
- Create and maximize internal marketing program.
- Become motivational force for yourself and your staff.
- Set up employee reward program.
- Set up daily motivational staff meetings.
- Become skilled at how to speak so your words reach target.

### Build Referral Based Practice.

- Optimize current and future patient procedures by making them more patients friendly.
- Create solid relationship with patients.
- Referral asking techniques and follow ups without sounding like a sales man.
- Create and optimize patient re-call procedures.
- Turn Report of Findings into strong referral originator.

### Guidance on Outside Marketing:

- Get the most out of spinal screenings.
- Make the most of outside health talks.

## **Coaching Hourly Breakdown**

(Number of hours for each subject are approximate and are based on results)

*Practice analysis* - 2 sessions

*Procedure s*- 2 session

*Communication with patients/referral asking* - 8 sessions

*Report of Findings* - 5 sessions

*New Patient Orientation* - 4 sessions

*Health talks (creation, set up and delivery)* - 8 sessions

*Screenings* - 4 sessions

*Leadership* - 6 sessions

*Staff* - 4 sessions

*Marketing* - 6 sessions

**Total: 48 hours**