

# ***Extreme***

**PRACTICE  
MAKEOVER™**

## Process Overview

  
**A S P I R E**

*Discover potential. Get results.*

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A proven process, recommended for getting a Health Care Practice where you've always wanted it to be so you can get the professional and personal results you want!



# Process & Timeline

This process timeline can be shortened or lengthened based on the amount of time available by key people to devote themselves to the process. It is our experience that dedicating a few hours a week is manageable for most people while also performing their day-to-day responsibilities. Please feel free to talk to us if you have any concerns or questions about how this might play out in your practice.

## IMPLEMENTATION TIMELINE

Strategic Thinking & Practice Planning	Developing Leadership	Developing Staff	Office Procedures	Indv. Dev.	Monitoring	Follow-Up									
<p><b>Our Premises &amp; Approach</b></p> <ul style="list-style-type: none"> <li>• Training vs. Development</li> <li>• Success Formula</li> </ul> <p>Developing the:</p> <table border="0"> <tr> <td><b>Attitudes</b></td> <td>(the want to)</td> </tr> <tr> <td>+ <b>Skills</b></td> <td>(the how to)</td> </tr> <tr> <td>+ <b>Knowledge</b></td> <td>(the where &amp; when to)</td> </tr> <tr> <td>+ <b>Goals Focus</b></td> <td>(the what &amp; why to)</td> </tr> </table> <p>Leads to: <b>Positive Behavior Change</b></p> <p>Yielding: <b>Improved Results!</b></p> <ul style="list-style-type: none"> <li>• Goal Setting &amp; Action Plans</li> <li>• Learning via Spaced Repetition</li> <li>• Results-oriented, Reality-based Workshops</li> <li>• Aligning For A Winning Team</li> </ul> <p><b>TYPICAL DURATION</b> 2 Hours</p>	<b>Attitudes</b>	(the want to)	+ <b>Skills</b>	(the how to)	+ <b>Knowledge</b>	(the where & when to)	+ <b>Goals Focus</b>	(the what & why to)	<p><b>Strategic Thinking &amp; Practice Planning</b></p> <ul style="list-style-type: none"> <li>• Building a Successful Business</li> <li>• Developing a Competitive Edge</li> <li>• Business Planning &amp; Execution</li> <li>• Generating Business &amp; Profitability</li> <li>• Facilitated "Process"</li> </ul> <p>A proven process helps crystallize your long term vision &amp; values as well as the shorter term mission and the trackable goals that touch every aspect of the practice. Deliverables include External and Internal Analysis, Critical Goal Categories, Business Goals and a multi-faceted "dashboard" for follow up.</p> <p><b>TYPICAL DURATION</b> 9-11 weekly sessions</p>	<p><b>Developing Leadership Among Professionals</b></p> <ul style="list-style-type: none"> <li>• Preparation for Leadership</li> <li>• Formal Leadership</li> <li>• Goal Setting for Success</li> <li>• Building Success Attitudes and Habits</li> <li>• Developing Personal Goals</li> <li>• Managing Time</li> <li>• Communication &amp; Human Relations</li> <li>• Decision Making &amp; Problem Solving</li> <li>• Continuing Leadership Growth</li> </ul> <p><b>TYPICAL DURATION</b> 9-11 weekly sessions</p>	<p><b>Attracting &amp; Retaining Loyal Patients</b></p> <ul style="list-style-type: none"> <li>• Understanding How People Make Buying Decisions</li> <li>• Cultivating Referral Sources &amp; Developing "Leads"</li> <li>• Beyond Customer Service/Creating Patient Loyalty</li> <li>• Creating &amp; Measuring Patient Loyalty</li> <li>• Effectively Managing Your Stress And Impulses</li> <li>• Always Creating a Powerful Connection</li> </ul> <p><b>TYPICAL DURATION</b> 5-6 weekly sessions</p>	<p><b>Improving Office Procedures</b></p> <ul style="list-style-type: none"> <li>• Understanding the Seven Types of Inefficiency</li> <li>• Eliminating "Process Variation"</li> <li>• "Error-proofing" the Practice</li> <li>• Identifying &amp; Eliminating Bottlenecks</li> <li>• Developing Appropriate Tracking Tools</li> </ul> <p><b>TYPICAL DURATION</b> 6-9 sessions</p>	<p><b>Enhancing Individual Development</b></p> <ul style="list-style-type: none"> <li>• Assessing &amp; Building Upon Individual Strengths</li> <li>• Matching Job Duties and Positions for Best Overall Fit</li> </ul> <p><b>TYPICAL DURATION</b> 2 weeks</p>	<p><b>Monitoring</b></p> <ul style="list-style-type: none"> <li>• Goals Review Process</li> <li>• "Dashboard" Review Process</li> </ul> <p><b>TYPICAL DURATION</b> Ongoing</p>	<p><b>Following-Up for Sustainability</b></p> <ul style="list-style-type: none"> <li>• Ongoing One-on-one &amp; Group Coaching Sessions</li> </ul> <p><b>TYPICAL DURATION</b> 2-3 sessions/month</p>
<b>Attitudes</b>	(the want to)														
+ <b>Skills</b>	(the how to)														
+ <b>Knowledge</b>	(the where & when to)														
+ <b>Goals Focus</b>	(the what & why to)														
<p><b>DELIVERABLES</b></p> <p>An understanding of the science and tools behind our facilitated processes.</p> <p>Participant Materials &amp; Tools include a Text, Audio CD Series &amp; Action Plan (includes selected Personal and Professional Development Evaluation Sections &amp; Goal Planning Materials). Consultation via phone or e-mail is also included.</p>	<p><b>DELIVERABLES</b></p> <p>Creation of an executable plan that includes business development and financial metrics.</p>	<p><b>DELIVERABLES</b></p> <p>Development of the attitudes, people skills and goal achievement abilities needed to lead the staff and execute the plan.</p>	<p><b>DELIVERABLES</b></p> <p>Development of the attitudes, people skills and goal achievement abilities needed to attract and keep patients.</p>	<p><b>DELIVERABLES</b></p> <p>Streamlined effective processes. Improved efficiency. Less confusion &amp; unnecessary stress.</p>	<p><b>DELIVERABLES</b></p> <p>Written reports of attributes. Identification of individual and group strengths and blind spots can be used to refine personal direction and assigned job duties.</p>	<p><b>DELIVERABLES</b></p> <p>Simple-to-administer tools.</p>	<p><b>DELIVERABLES</b></p> <p>Improved measurable results both for the practice and individuals.</p>								

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