Associate Readiness Self-Assessment

3 Categories
-Demand – Are there enough NP
-Capacity – Do you have enough physical space and team members?
-Emotionally -Are you and your team ready?

Demand Readiness

1) Do you have a new patient flow greater than you can take care of yourself?
2) Are you willing to improve your marketing capabilities?
3) Are you willing to increase your marketing budget?
4) Do you have a positive track record of improving new patient flow with marketing?

Capacity Readiness

1) Are you maximizing same day treatment?
2) Do you have unused treatment rooms?
3) Are those treatment rooms equipped equally as the ops you work out of?
4) Are you able to expand the hours and days of operation?
5) Do you have a team leader managing the practice?
6) Are you willing to hire additional team members?

Emotional Readiness

1) Are you willing to set up Associate to succeed?
2) Are you willing to do for the Associate what no one did for you?
3) Are you willing to give a greater share of the new patients to the Associate?
4) Are you willing to make less income temporarily while the Associate ramps up?
5) Are you willing to give the Associate your best chair-side assistant?