

Preparation for Strategy Session

1. Average amount of new patients every month?
2. How many new patients could the practice handle every month?
3. Average 'Return on Investment' (ROI) per patient?
4. How long has the Practice been operating?
5. What other forms of marketing has been done before?
 - a. How much was spent on those marketing efforts?
 - b. What were the results from those marketing efforts?
6. Does the practice have a follow-up process with new/returning patients (phone calls, text messages, emails, etc.)?
 - a. What does that process look like?
 - b. 'Point of contact' amount of times?
 - c. What does the reminder system look like before an appointment?
7. Does the practice have a website?
 - a. When was the last time the website was updated?
 - b. Average amount of appointments are generated from website?
8. Does the practice have a Facebook page?
 - a. How often is the Facebook page updated?
 - b. Who updates the Facebook page?