

fix this next FOR
HEALTHCARE PROVIDERS



THE LEVELS

S A L E S

The creation of cash.

P R O F I T

The creation of permanence.

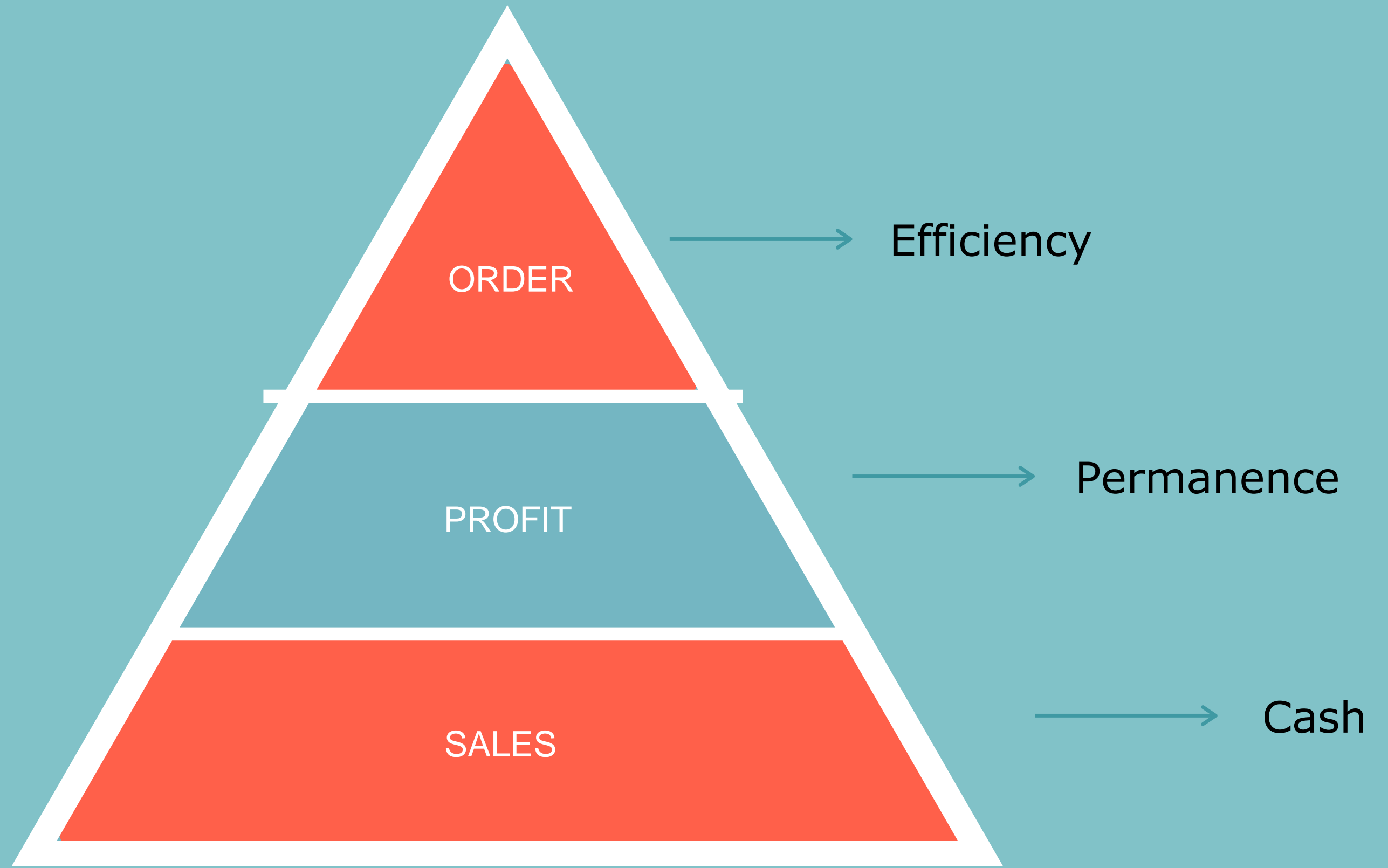
O R D E R

The creation of efficiency.

YOUR BUSINESS IS LIKE A
PATIENT, YOU JUST HAVE
TO TREAT IT THAT WAY.

FTN FOR HEALTHCARE PROVIDERS





HEALTHCARE HIERARCHY OF NEEDS

THREE

FOUNDATIONAL LEVELS

FIVE

CORE NEEDS

Presenting Problems

THE PRESENTING PROBLEM WILL START THE PROCESS.
YOU'LL NOTICE SOMETHING "OFF" IN YOUR PRACTICE
AND YOU'LL KNOW IT'S TIME TO START DIAGNOSING.

Ask yourself: How do you know there's a problem?

You'll use the HHN to make a formal diagnosis, but you'll want to use this spot on your treatment plan (Yes, write it down!) to describe the problem in detail so you can reference it later when you make a plan for progress.

How is the problem affecting your practice's ability to function and profit?

THE HEALTHCARE HIERARCHY OF NEEDS

A DIAGNOSTIC
ASSESSMENT
FOR YOUR
BUSINESS

THE HHN ASSESSMENT

Answer each question as accurately as possible using your practice's numbers and supplemental data. Check the box Yes or No to indicate your response.

- | | Y | N | |
|--------------|--------------------------|--------------------------|---|
| SALES LEVEL | <input type="checkbox"/> | <input type="checkbox"/> | <i>Lifestyle Congruence</i>
Do you know what your billable sessions/services must be in order to support your personal financial comfort level? |
| | <input type="checkbox"/> | <input type="checkbox"/> | <i>Prospect & Provider Attraction</i>
Do you attract enough providers to support the demand, and do attract enough clients to support your level of needed sales- for a profitable practice (20% Net or higher)? |
| | <input type="checkbox"/> | <input type="checkbox"/> | <i>Client Conversion</i>
Do you convert enough of the right clients to support your level of needed billable sessions/services? |
| | <input type="checkbox"/> | <input type="checkbox"/> | <i>Delivering on Commitments</i>
Do you fully deliver to your clients- doing what your message promises, following through, ultimately meeting their health goals? |
| | <input type="checkbox"/> | <input type="checkbox"/> | <i>Collecting on Commitments</i>
Do your clients fully deliver on their commitment to you attend sessions as scheduled, minimal no-shows, late cancels, pay promptly, etc? |
| PROFIT LEVEL | <input type="checkbox"/> | <input type="checkbox"/> | <i>Debt Eradication</i>
Do you consistently remove debt from your practice rather than accumulate it? |
| | <input type="checkbox"/> | <input type="checkbox"/> | <i>Margin Health</i>
Do you have healthy profit margins within each of your offerings and do you continually seek ways to improve them? |
| | <input type="checkbox"/> | <input type="checkbox"/> | <i>Appointment Frequency</i>
Do your clients repeatedly schedule with you as recommended in their treatment plan? |
| | <input type="checkbox"/> | <input type="checkbox"/> | <i>Profitable Leverage</i>
When debt is used, is it used to generate predictable, increased volume and profitability? |
| | <input type="checkbox"/> | <input type="checkbox"/> | <i>Cash Reserves</i>
Does your practice have enough cash reserves to cover all expenses for three months or longer? |
| ORDER LEVEL | <input type="checkbox"/> | <input type="checkbox"/> | <i>Systemized</i>
Do you have an ongoing and working model to reduce bottlenecks, congestion points, and inefficiencies? |
| | <input type="checkbox"/> | <input type="checkbox"/> | <i>Role Alignment</i>
Are people's roles and responsibilities matched to their talents effectively? |
| | <input type="checkbox"/> | <input type="checkbox"/> | <i>Outcome Delegation</i>
Do the people closest to the problem feel empowered to resolve it? |
| | <input type="checkbox"/> | <input type="checkbox"/> | <i>Linchpin Redundancy</i>
Is your practice designed to operate unabated when critical employees are unavailable? |
| | <input type="checkbox"/> | <input type="checkbox"/> | <i>Problem Solving Solutions</i>
Do you and your team have an effective working model for solving problems as they arise? |

SALES LEVEL

1

Lifestyle Congruence

Do you know what your billable sessions/services must be in order to support your personal financial comfort level?

2

Prospect & Provider Attraction

Do you attract enough providers to support the demand, and do attract enough clients to support your level of needed sales for a profitable practice (20% Net or higher)?

3

Client Conversion

Do you convert enough of the right clients to support your level of needed billable sessions/services?

4

Delivering on Commitments

Do you fully deliver to your clients- doing what your message promises, following through, ultimately meeting their health goals?

5

Collecting on Commitments

Do your clients fully deliver on their commitment to you- attend sessions as scheduled, minimal no-shows, late cancels, pay promptly, etc?

PROFIT LEVEL

1

Debt Eradication

Do you consistently remove debt from your practice rather than accumulate it?

2

Margin Health

Do you have healthy profit margins within each of your offerings, and do you continually seek ways to improve them?

3

Appointment Frequency

Do your clients repeatedly schedule with you as recommended in their treatment plan?

4

Profitable Leverage

When debt is used, is it used to generate predictable, increased volume and profitability?

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Cash Reserves

Does your practice have enough cash reserves to cover all expenses for three months or longer?

ORDER LEVEL

1 *Systemized*
Do you have an ongoing and working model to reduce bottlenecks, congestion points, and inefficiencies?

2 *Role Alignment*
Are people's roles and responsibilities matched to their talents effectively?

3 *Outcome Delegation*
Do the people closest to the problem feel empowered to resolve it?

4 *Linchpin Redundancy*
Is your practice designed to operate unabated when critical employees are unavailable?

5 *Problem Solving Solutions*
Do you and your team have an effective working model for solving problems as they arise?

Where **focus**
goes, **energy**
flows.

The HHN won't help you fix your problem, but it will always tell you **where you stand**, and the **direction** you need to go.

**WHY WRITE A TREATMENT
PLAN FOR YOUR PRACTICE?**

**TREATMENT PLANS BRING
CONFIDENCE.**

Establish A Baseline

GATHER THE DATA THAT WILL HELP YOU SEE THE PROBLEM AREAS IN YOUR PRACTICE AND TRACK ANY CHANGES THAT OCCUR AS A RESULT OF YOUR INTERVENTIONS.

For example, keep a close eye on your **profit**. When the profit dips, there's a problem that you need to address.

Example

HERE ARE SOME EXAMPLES OF BASELINE DATA THAT YOU MIGHT LOOK AT IF YOU HAVE A DELIVERING ON COMMITMENTS DIAGNOSIS:

- **Does your messaging match up with what you are providing?**
- **Waiting list analysis**
- **Do your scheduled appointments coincide with treatment plan recommendations?**
- **Number of successfully discharged patients**
- **Your providers' retention rates?**
- **Urgency of scheduling**
- **Number of patients referred to other practices**

Set A Clear Goal

WHEN YOU'RE DESIGNING A TREATMENT PLAN, YOUR GOAL IS ALWAYS GOING TO BE YOUR CORE NEED RESTATED WITH SMART METRICS (SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT, AND TIME-BOUND).

For example, if your diagnosis is Cash Reserves, you will have asked yourself this question: "Does your practice have enough cash reserves to cover three months of expenses?"

Knowing what that three months of expenses is, your goal will look something like this:

"Mindsight Behavioral Group will have \$245,000 in cash reserves in order to cover three months' worth of expenses."

Carefully Design Interventions

INTERVENTIONS ARE THE "HOWS", WHERE YOU CAN REALLY LET YOUR CREATIVITY RUN WILD.

Create a Plan for Progress

THIS IS WHEN YOU DECIDE YOUR "WHENS". YOU'LL PUT A TIMESTAMP ON THIS PROJECT AND USE IT TO HOLD YOURSELF AND YOUR TEAM ACCOUNTABLE.

FACTS

1. You know how to treat patients. You went to school for it. You have the degree and the credentials to prove it. You can treat your business just like a patient.

2. You know how to create a treatment plan. You've done it thousands of times and have years of experience. You can design a treatment plan for your business.

3. The MBA isn't what qualifies you to run your business. Your experience as a healthcare provider qualifies you. That incredible entrepreneurial brain of yours qualifies you.



YOU GOT THIS!

FREE RESOURCES

Go to
www.kaseycompton.com/ftn
to get access to the FTN
QuickStart! This insider
platform will give you all the
quick and dirty secrets to the
FTN system.

