



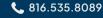
Welcome to your Practice Success Plan, a roadmap to HIGHER PATIENT VOLUME AND REVENUE

As every audiologist knows, it's not easy to grow a practice, but following these step-by-step tactics will enable you to see substantial improvements quickly.

For specialized support – including digital marketing solutions that deliver truly next-level growth that outpaces your competition – contact us to arrange a consultation with one of our practice growth advisors. We are passionate about helping practices like yours attract more patients and achieve outstanding results. Reach out today:

- **** 816.535.8089
- onspirehealthmarketing.com

Thank you, and here's to healthy growth!







Practice Success Plan

Aspiration

To become the leading audiology practice in our market, creating an unforgettable experience for patients and their families.

Purpose

Through state-of-the-art technology, personalized treatment plans and exceptional care, we are guiding patients into a future where every sound is heard, and every moment is cherished. In doing so, we enhance their overall well-being and connectivity to the world around them.

Goals

In the next six months. I want to achieve:

- \$2,000,000 in net revenue with \$500,000 in net profits.
- \$20,000 in monthly recurring revenue from a VIP program.
- Lead-to-appointment ratio of 70%.
- Acceptance rate of 70% with audiologists.
- 40 leads per month per provider via digital marketing.

Intentions

- Sign up for marketing automation to get more done in less time.
- Increase marketing spend and lower our cost per lead.
- Hire and work with a business coach or join a mastermind group that is not influenced by a manufacturer.
- Implement a new digital marketing strategy with more visibility on leads.
- Implement a consistent video strategy to help with conversions.
- Create a "10x is better than 2x" mindset with owners and managers.
- Develop and train for recurring revenue services/products.

Tactics

Timeline	Tactical Imperative
Month 1	□ Schedule a meeting with Onspire Health Marketing about how we can improve digital marketing and marketing automation.
Month 1	□ Interview and commit to a business coach/industry mastermind group.
Month 1	□ Complete new marketing plan.
Month 1	□ Schedule a video shoot.
Month 1	□ Schedule a call with a direct mail agency.
Month 1	□ Schedule monthly meetings focused on tested-not-solds and returns.
Month 1	☐ Sign up for MVP to have a better view of numbers and goals.
Month 1	□ Schedule at least four community talks.
Month 1	□ Raise prices on all products and services by 5%.
Month 2	□ Develop a training and certification program for providers and front desk teams.