



## 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


 [grow@onspirehm.com](mailto:grow@onspirehm.com)

 [onspirehealthmarketing.com](https://onspirehealthmarketing.com)

Thank you, and here's to healthy growth!

### Your partner for success

Onspire Health Marketing is a strategic growth partner with full-service healthcare marketing solutions that ignite long-term, sustainable growth. With a team specializing in audiology, we are passionate about helping practices like yours attract new patients and grow faster than the competition.

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