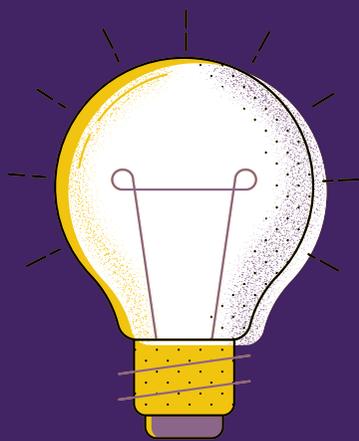




5 Common Million Dollar Mistakes Every General Practice Owner Makes

(and how to avoid them)



**AT SCALE MY CLINIC
WE KNOW THAT
YOU WANT TO BE A
RESPECTED AND
SUCCESSFUL
GENERAL PRACTICE
OWNER**



In order to do that, you need to create an impactful and profitable Clinic that can run without you. The problem is no one has taught you how to run a business. Certainly not to the depth of excellence of your medical training. This can leave you feeling stuck and frustrated that you have to tolerate mediocre rewards despite such huge effort.

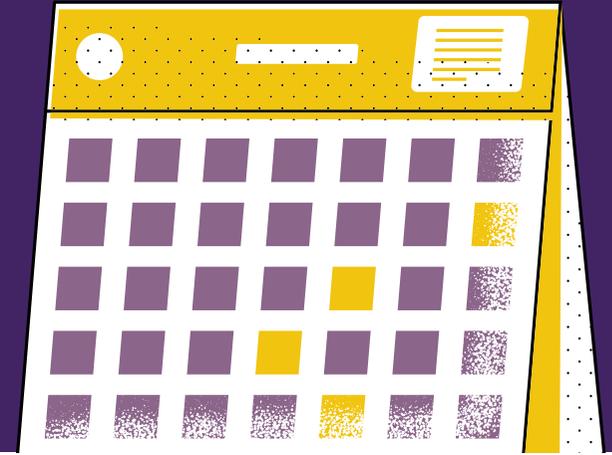
YOU DESERVE NOTHING BUT SUCCESS

We believe Clinic owners have made personal sacrifices and taken on significant risk to impact their communities. You deserve success and it's not right that you have to struggle alone against a system that does nothing but put obstacles in your way.

We understand; we are General Practice Owners ourselves. We've been there. We get it.

Over 3 decades, we have started, grown and sold more than 20 Clinics between us. Since launching Scale My Clinic, we've worked with hundreds of General Practice Owners to grow their businesses too.

SETTING CLEAR DIRECTION AND GOALS



Below, you will find the top 5 Million Dollar Mistakes made at each stage of Ownership.

What is a Million Dollar Mistake?

A mistake that will cost you \$1 million over 10 years OR causes you such pain or discomfort that you would pay anything to fix.



START UP
6 TO 12 MONTHS



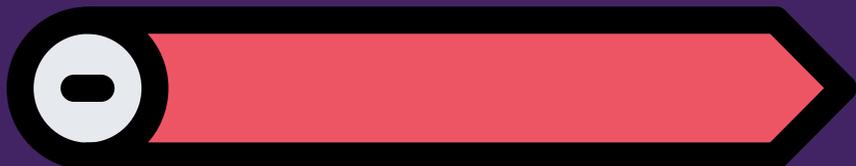
GROWTH
SIGNIFICANT GROWTH IN PATIENT
NUMBERS, UNDER-UTILISED SPACE



MATURE
PATIENT GROWTH PLATEAU,
CLINIC SPACE FULL



MULTIPLY
READY TO OPEN 2ND/
3RD /4TH SITE



EXIT
READY TO SELL
OR BECOME
NON-ACTIVE

FIRSTLY

Identify which stage
your clinic is at

NEXT

Pick the mistakes you need to neutralise.

Cover mistakes both upto, and at, your level e.g. If you're in the growth phase, neutralise mistakes at both startup and growth phase.

START UP	GROWTH	MATURE	MULTIPLY	EXIT
Ownership Agreement	Cash Management	Update Structures	Systems & Processes	Systems & Processes
Contractual Agreements	GP Recruitment	Update Advisory Group	Delegated Authorities	Delegated Authorities
Accounting Structures	Onboarding	MBS Compliance	Leverage Technology	Leverage Technology
Mastermind Advisory Group	Team Health	SRO Compliance	Distributed Teams	Distributed Teams
IT Systems Chosen	HR - Functional Accountability	Complacency	Financial Management	Financial Management

HERE'S HOW WE HELP YOU GROW YOUR CLINIC



BUILD YOUR PLAN

USING OUR GAMEPLAN SYSTEM



IMPLEMENT OUR SOLUTIONS

BASED ON OUR EXCLUSIVE PRACTICE SUCCESS BLUEPRINT



GET COACHED TO SUCCESS

BY OUR EXPERT TEAM

SO, **BOOK A CALL** IF YOU WANT TO GROW

Eliminate your risk of being stuck in your Clinic and failing to leave the legacy you always dreamed of. Instead, it's time to create better financial returns and a skilled, engaged team that can develop the business without you; so you have more free time and feel like you're getting what you deserve while still positively impacting the community you serve.

**In the meantime, access our
Video Guide on these Million
Dollar Mistakes**



Scan Here to Book a Call

