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Building a Sustainable Private Practice

Presenter: Bill Diles, M.A.

Chelsea Diles Treseder

Moderator: Carolyn Smaka, AuD, Editor in Chief, AudiologyOnline

Allied Health Media

AudiologyOnline

- Technical Assistance: 800-753-2160
- CEU Total Access members can earn credit for this course
 - Must complete outcome measure with passing score (within 7 days for live webinar; within 30 days of registration for recorded/text/podcast formats)
- Questions? Call 800-753-2160 or use Contact link on AudiologyOnline.com

Building a sustainable private practice

Learning Objectives

- As a result of this Continuing Education Activity, participants will be able to identify key ways of developing organic & renewable sources of new patients.
- As a result of this Continuing Education Activity, participants will be able to identify some of the important tools in being operationally efficient.
- As a result of this Continuing Education Activity, participants will be able to consider ways to invoke their own passions within their practice to take their business performance to the next level.



Introductions



Bill Diles, M.A.
Audiologist

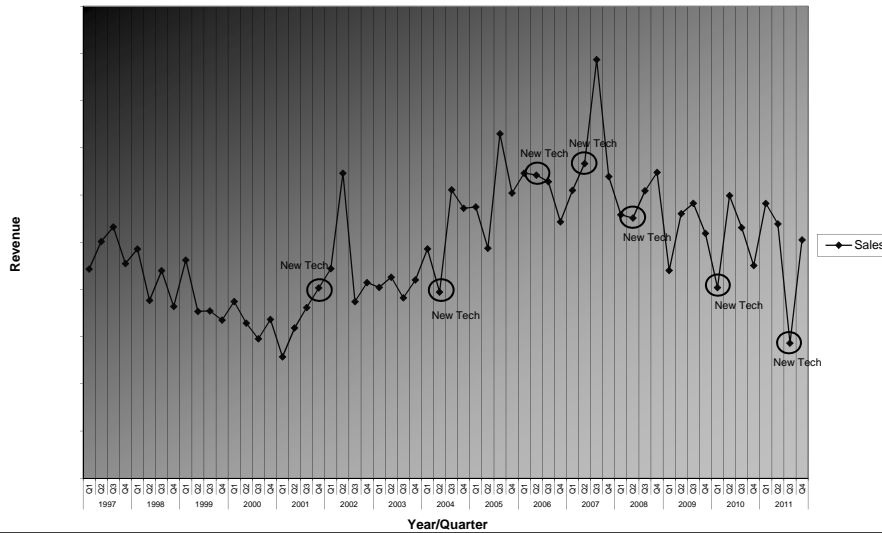


Chelsea Diles Treseder



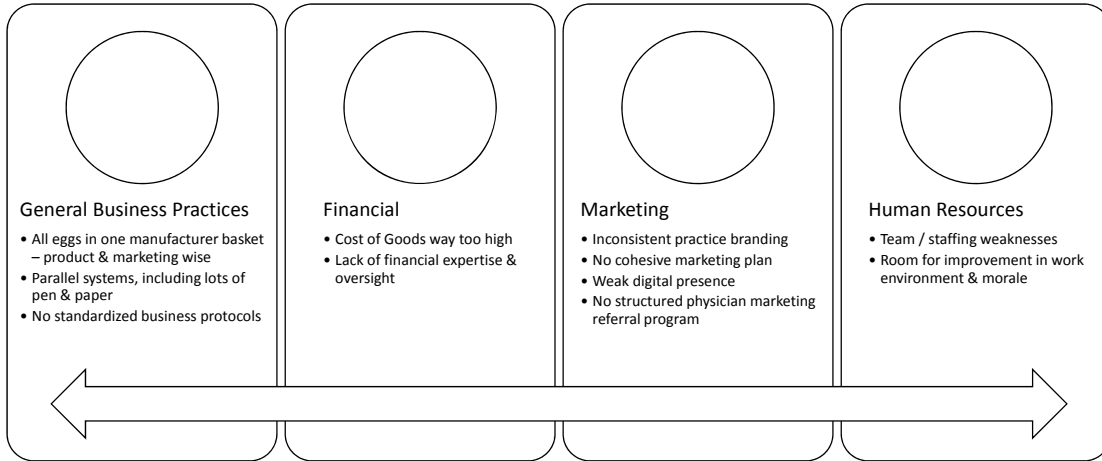
Our situation in 2011

Revenue by Quarter: 1997-2011

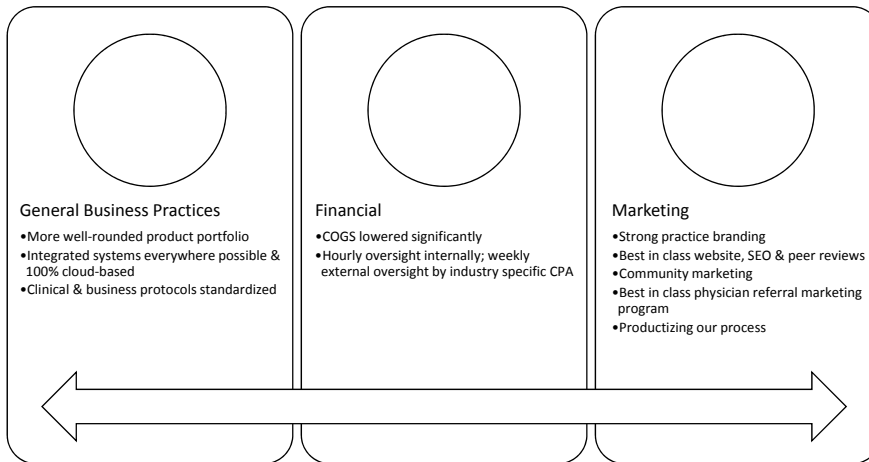




Areas of weakness



Our path to sustainability





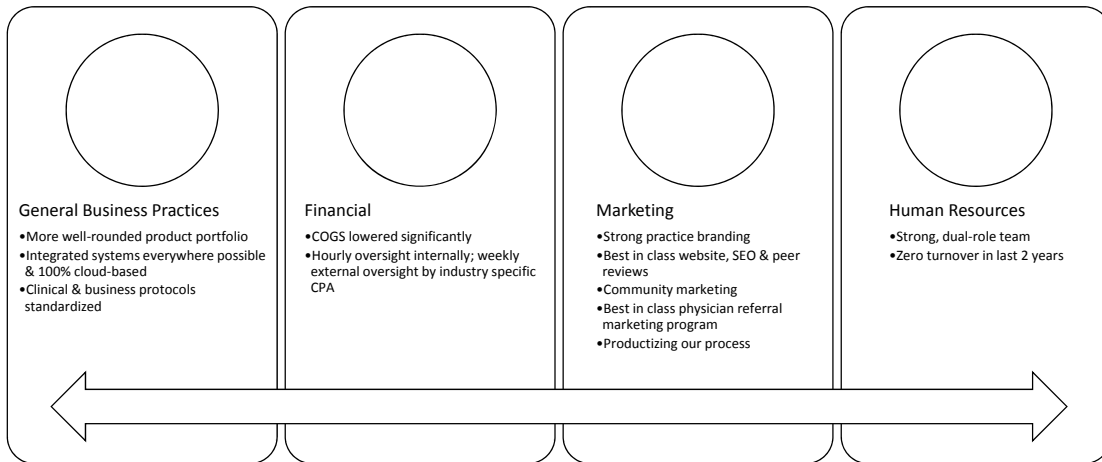
Productizing & promoting the *process*



Feel Absolutely, Positively Right Before You Buy



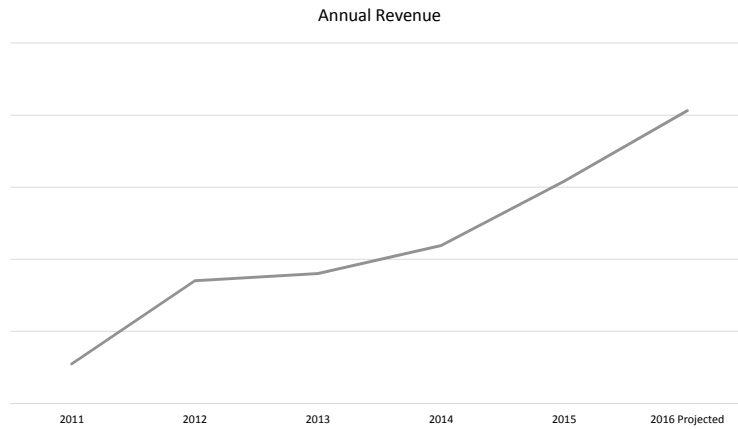
Our path to sustainability





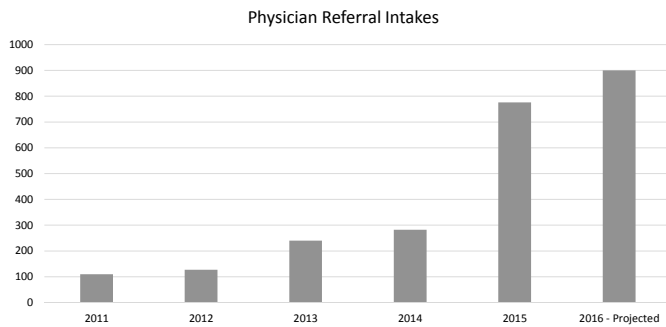
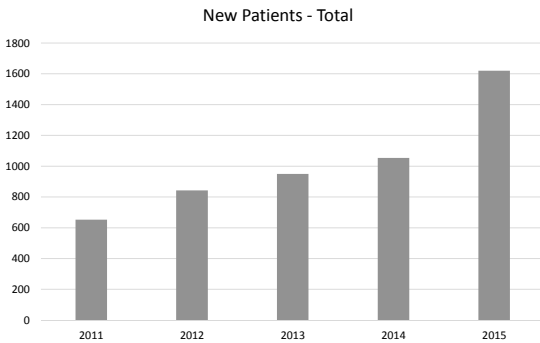
Results: Revenue

- Average annual revenue growth of 15%



Results: Patient Intakes

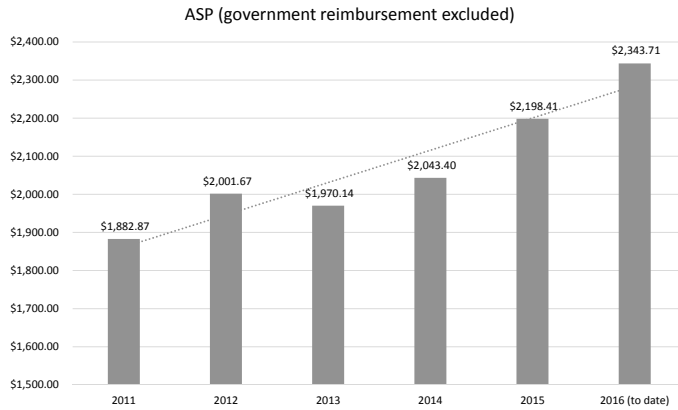
- Average annual new patient intake growth of 27%
- Average annual physician referral intake growth of 74%



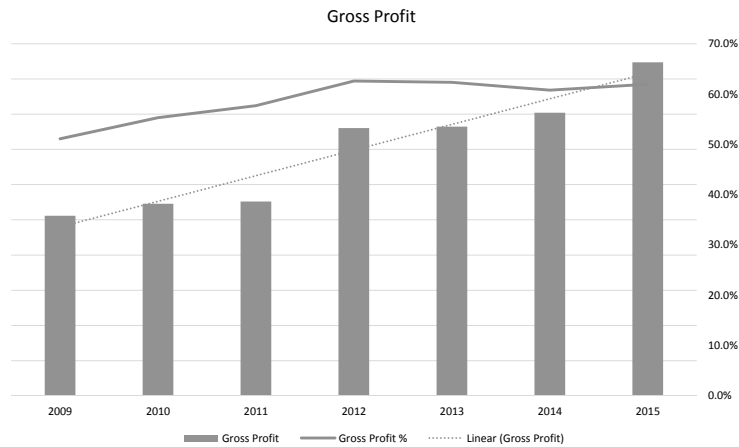


Results: ASP

- Average annual growth in ASP of 4%+ (tracking at almost \$500 increase since 2011)



Results: Profit



Pivot Hearing



We find that we always come back to this idea of “sustainability,” which to us means becoming leaner and smarter every day. We are actually in private practice – in the trenches, day in and day out, just like you are.

KENWOOD
HEARING
CENTERS



Practice 1 background



- Hearing Solutions AZ: Tucson, AZ
- Owner: Janiece Dickenson, HIS

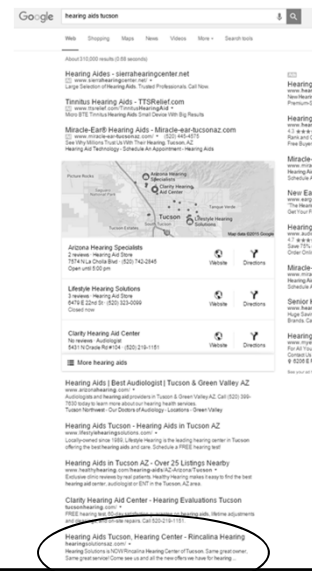


Practice re-branding & re-naming



Website makeover

46 of her last 69 new patients came from the website





Adding talent to her organization



Automating and modernizing with robust practice management software



4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

Month at a glance Today

Printable Schedule:
All Providers print

enter patient search
Add a new patient

Dashboard

Saturday, October 3 call list

Call List	Qty.
Callbacks	1
Confirmed	0
Not Confirmed	5
No Show	6
Cancelled	9
Reschedule	0
Fitting	11
Repair Pickup	1
Waiting List	0
Show All...	

Friday, October 2 Printable Invoices

Purchases	Qty.
Today's Invoices	2
This Week's Invoices	22

Hearing Aids

Inventory	Qty.
Out to Manufacturer	14

8:00 AM
8:15 AM
8:30 AM
8:45 AM
9:00 AM
9:15 AM
9:30 AM
9:45 AM
10:00 AM
10:15 AM
10:30 AM
10:45 AM
11:00 AM
11:15 AM
11:30 AM
11:45 AM
12:00 PM
12:15 PM
12:30 PM
12:45 PM
1:00 PM
1:15 PM
1:30 PM
1:45 PM
2:00 PM
2:15 PM
2:30 PM
2:45 PM
3:00 PM
3:15 PM
3:30 PM

Rick
09:00 - 1

Anna
10:00 - 1

Pat
10:30 - 1

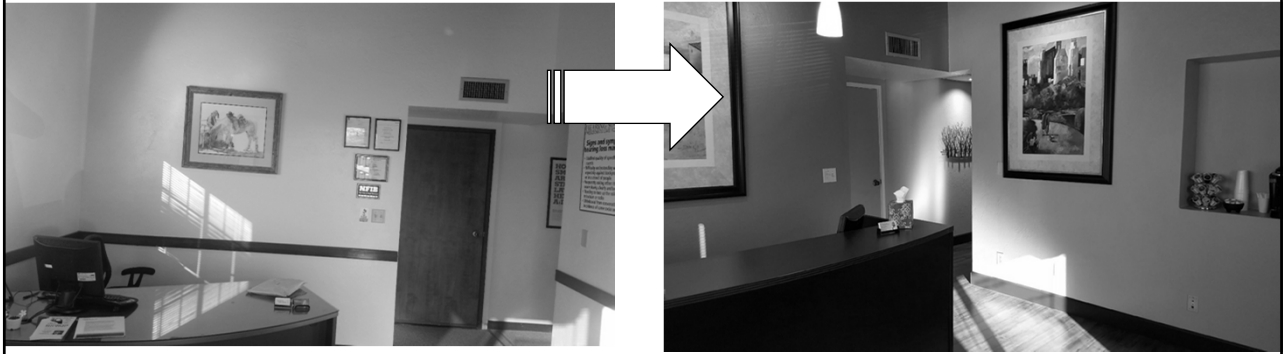
Elizabeth
11:30 - 1

October 3

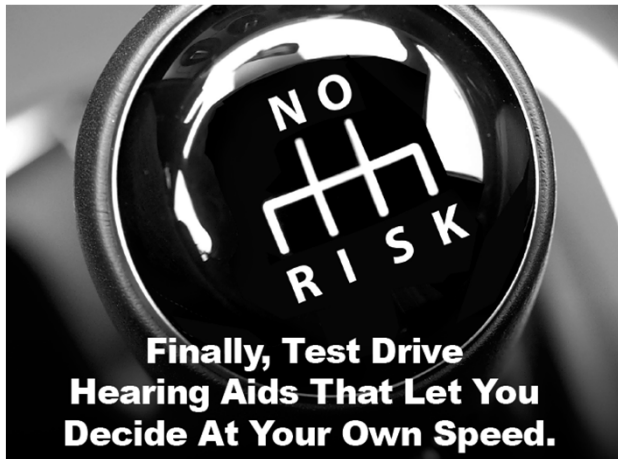




Office space makeover



Innovative marketing campaigns



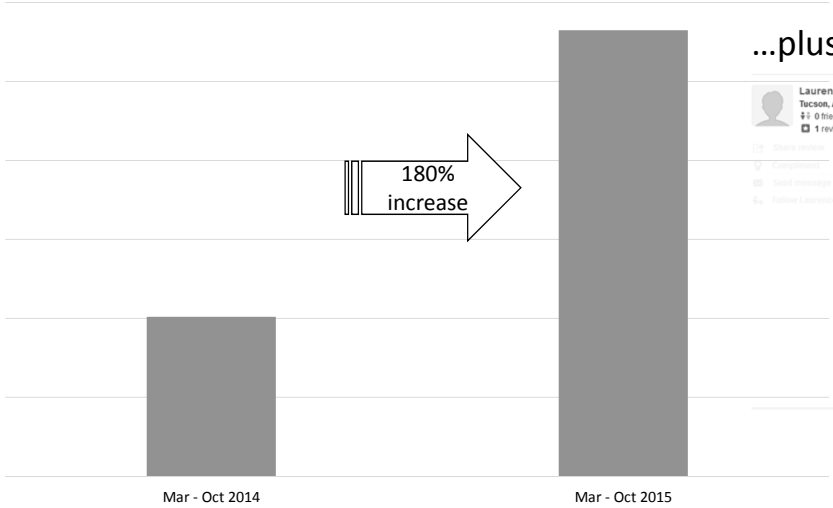
Try it out,
test it out,
work it out,
play it out,
live it out.



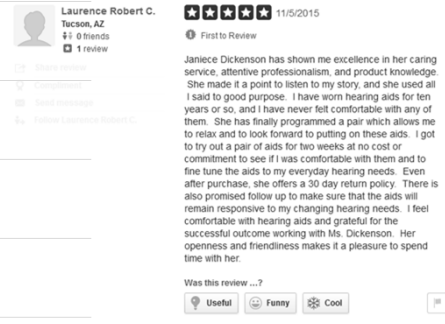
Results



Revenue



...plus her first Yelp review!



...and a relationship that will last.





Practice 2 background

- Private audiology practice in Carson City, NV
- Owner: Nanci Campbell, Au.D.



We had one critical piece of advice...



- Hire a physician liaison!

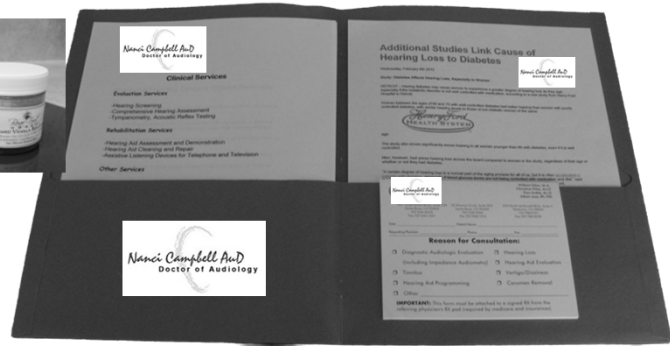


2/3 of Providers say they are "Very Unlikely" to change referral habits without a Physician Liaison calling on them





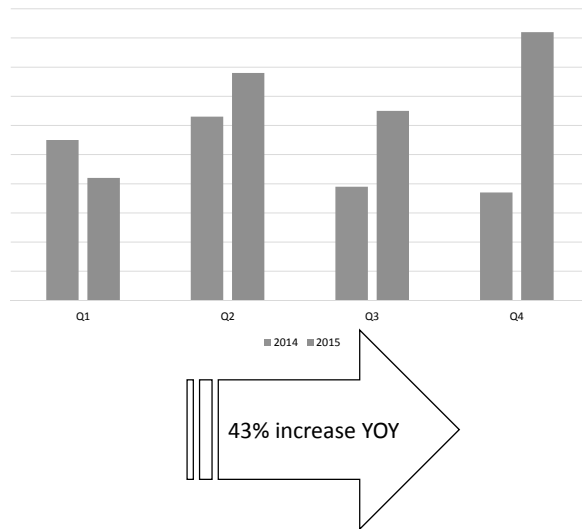
Nanci hired Rachael & launched her program



Results



Physician Referral Intakes



Who we are

- We are a family business
- We run 5 clinics in the Bay Area (Northern California) and have been doing so for 35+ years
- We are good at what we do and want to share our ideas and strategies with other clinic owners to help them be successful and stay independent, so we started Pivot Hearing almost 3 years ago

Pivot
HEARING



Questions?

For more information or to get in touch with us, visit pivothearing.com