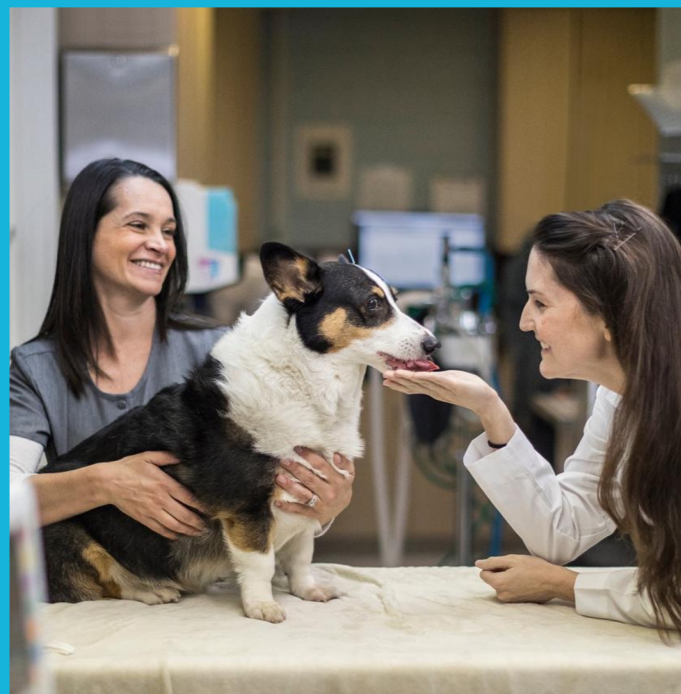


GeniusVets





# Grow Your Practice: 10 Steps You Can Start Today!



David Hall



Dr. Michele Drake



Marketing & Communications Team

# What You Need to Grow Your Practice

- 01.** A Clear Vision
- 02.** A Great Team
- 03.** Alignment in Your Practice
- 04.** A Plan of Action
- 05.** Accountability to Follow Through

# What You Need to Grow Your Practice

**06.** Marketing & Communications Team

**07.** Internal Communications Strategies

**08.** External Communications Strategies

**09.** Brand Guidelines

**10.** Consistent Content Creation





**But why listen to me?**





# I've Been Where You Are Now

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I understand the challenges you're facing  
and know what you need to have in place  
to overcome them





# The Drake Center for Veterinary Care



New annex built in 2022



01.

# A Clear Vision



# What Is A Vision for Your Practice?

- ☐ A vision is a company's long-term goals and aspirations for the future
- ☐ Your vision should be formalized in a vision statement
- ☐ Everyone in your practice should know your vision and their role in attaining this vision

**Your vision is your roadmap of where you've been and where you want to go...**





# Creating a Vision for Your Practice

1. Reflect on your core values and purpose
2. Assess the current state of the practice
3. Envision the future of the practice
4. Gather input from the team
5. Incorporate client and community perspectives
6. Craft a draft vision statement
7. Review and refine the statement to be true to your practice
8. Communicate the vision to everyone on your team
9. Align business decisions with the vision



# DO YOU HAVE A CLEAR VISION?

Where are we now? Where are we headed?

How are we going to get there?

**Communicate this to your team.**



**You can't do this alone. You need to have a team – not just employees – that is ready to grow with you and do what it takes to do so.**







# Your Team & Your Vision

## **It Starts With Your Leadership Team**

Get consensus and buy-in from the leaders on your team. Listen to their thoughts, opinions, and feedback, and use those insights to shape your vision for your practice. Leaders will be excited to promote something they were a part of building.

## **You Need Your Entire Team to Support What You're Building**

Once you have buy-in from your leadership team, it's time to get everyone else on board. Build programs and communication plans that empower your entire team to be a part of your practice's growth and success.

# Building A Team

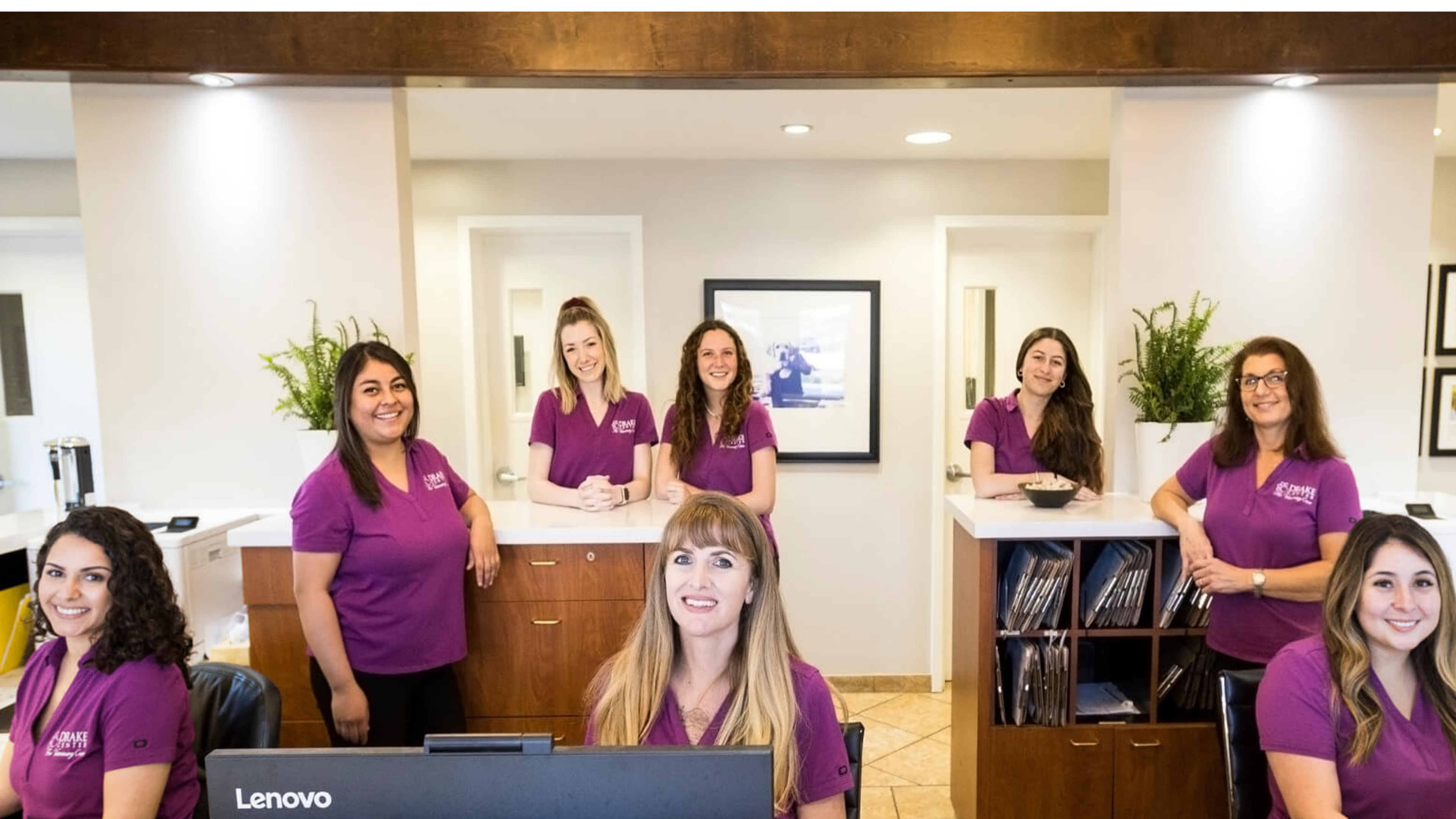
- Building your team starts with hiring. Hire those that fit your culture and are willing to collaborate across your practice.
- Follow up with consistent training, managing, and mentoring. Let your team know what you expect of them and how their work contributes to the overall success of the practice.



02.

**Alignment Within  
the practice so you're  
ready to Grow**







# What Your Team Needs: Alignment

- The success of your practice hinges on having an aligned team.
- This alignment stems from your leadership team, and it's up to you to set the standard.
- From the way your receptionists respond to phone calls to the medications and treatments your doctors recommend, clients should be able to expect the same level of service and quality of information they receive from every member of your staff.

# Simple Steps to Alignment

1. Have everyone on your team begin a list of things that are conflicting in each department.

1. Slowly get to all items on the list to make sure all team members involved in each item are aligned.

Ask yourself and your team: *Do all dvms recommend the same presurgical plan and same preventative care? Do all receptionists answer the phone the same way and give the same information? Do techs all gather the same history and review preventatives the same way?*



03.

# A Plan of Action



**You have to have a plan. There's no  
way around it.**

**Anything worth doing should be  
done with intentionality.**



# Your Plan Needs to Include

**01.**

**Building & Improving  
Your Culture**

**03.**

**How Your Training Programs  
Are Going**

**02.**

**Who You're Hiring Now  
& Why**

**04.**

**Updates for Continuous  
Growth & Improvement**

**Go at Your Own Pace, But Be Sure to Work on These Items Monthly!**

04.

# Accountability to Follow Through



# Accountability Is Simple, Not Easy

Many of the things I've done to achieve my goals as a practice owner were simple — but not easy.

I do have one trait that I think helped me build all the rest, and that really created the trajectory of my career. That trait is **accountability**.

**Accountability is taking ownership of outcomes, good or bad.**

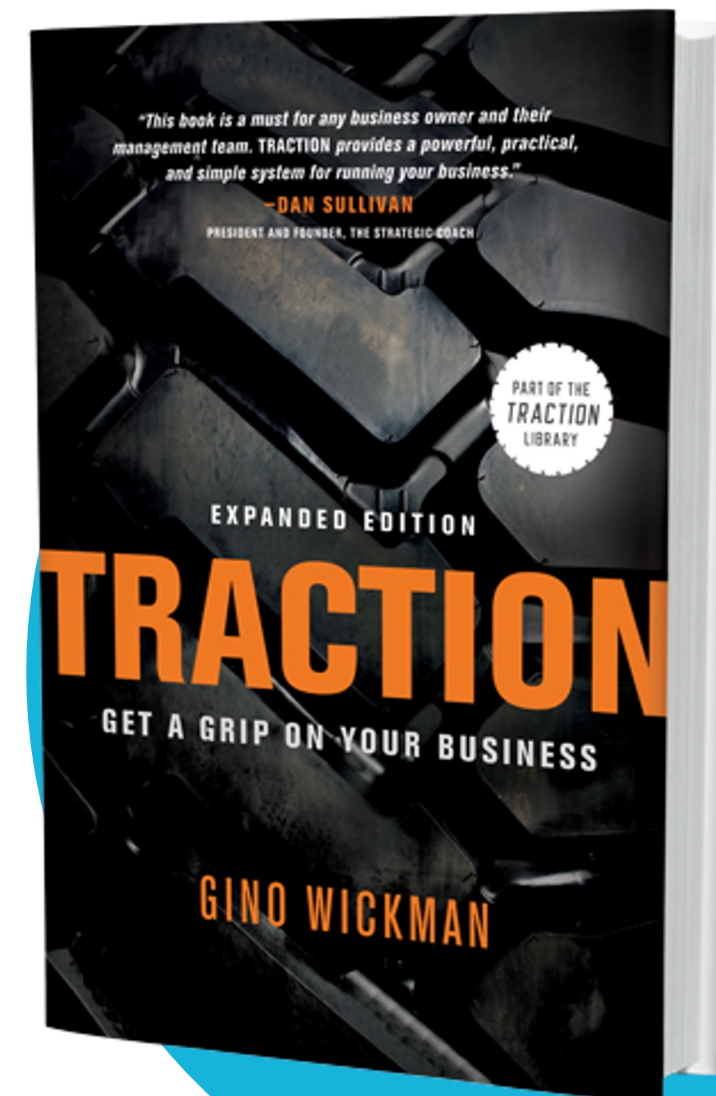
**The core concept is simple yet powerful:**

*When something isn't working, point the finger at yourself rather than others. If we want great results, we cannot blame external factors.*



# Recommended Reading

## **Traction: Get A Grip On Your Business** by Gino Wickman



# Accountability in Your Practice

**01.**

**Taking Responsibility for Your Practice**

**02.**

**Committing Time to Working On Your Practice**



# Accountability in Your Practice

**03.**

**Establishing Regular Meetings**

**04.**

**Tracking Accountability and  
Training Progress**

06.

# Marketing and Communications Team



# The Marketing & Communications Team

**01.**

Outside Technical  
Help

**03.**

Strategic Lead

**02.**

In-house Marketing  
Support Lead

**04.**

Staff Participation

**Goals, Strategy, Implementation, Participation, Measurement, Analysis**

# Monthly Meetings are Critical!

## **Keep a running agenda for marketing meetings:**

- Goals: First decide what you want to accomplish.
- Strategy: Consider ways to accomplish the goal, and pick one.
- Implementation: Clarify the steps to implementation.
- Participation: Decide who will own, and who will participate.
- Measurement: What KPIs will be tracked to measure performance?
- Analysis: Analyze the results and consider adjustments.



07.

# Internal Communications Strategies

# To Support Staff Alignment and Training

**01.**

**Mission, Values, &  
Culture**

**03.**

**Behavior Guidelines**

**02.**

**SOP Documentation**

**04.**

**Scripting greetings and  
farewells for both clients  
and staff**

**When you clarify how you want your staff to behave and communicate in a way that supports your mission, values, and culture, you create alignment and consistency, improving the health of the organization**



08.

# External Communications Strategies

# Elements of a Brand Book

**01.**

**New Clients: Pet Care  
Information & FAQs**

**02.**

**Veterinary Service  
Information**

**03.**

**Supporting the client  
in-hospital experience**

**04.**

**Appointment follow up  
materials**

**05.**

**Proactively feeding  
clients pet care tips**

**06.**

**Build and support an  
active community**

**This is how to become the go-to pet health resource for your community**

09.

# Create Brand Guidelines



# Elements of a Brand Book

**01.**

Clearly state your mission, vision, and culture (Voice & Tone)

**02.**

Look & Feel: Logo, colors, fonts, images

**03.**

Identify your audience:  
Describe client types and how to speak to them

**04.**

Specialties and Services to Emphasize

**05.**

CTAs: Calls-to-action / Desired client behavior

**This makes it easier for your marketing and communications team to produce cohesive marketing materials that strengthen your brand**

10.

# Consistent Content Creation

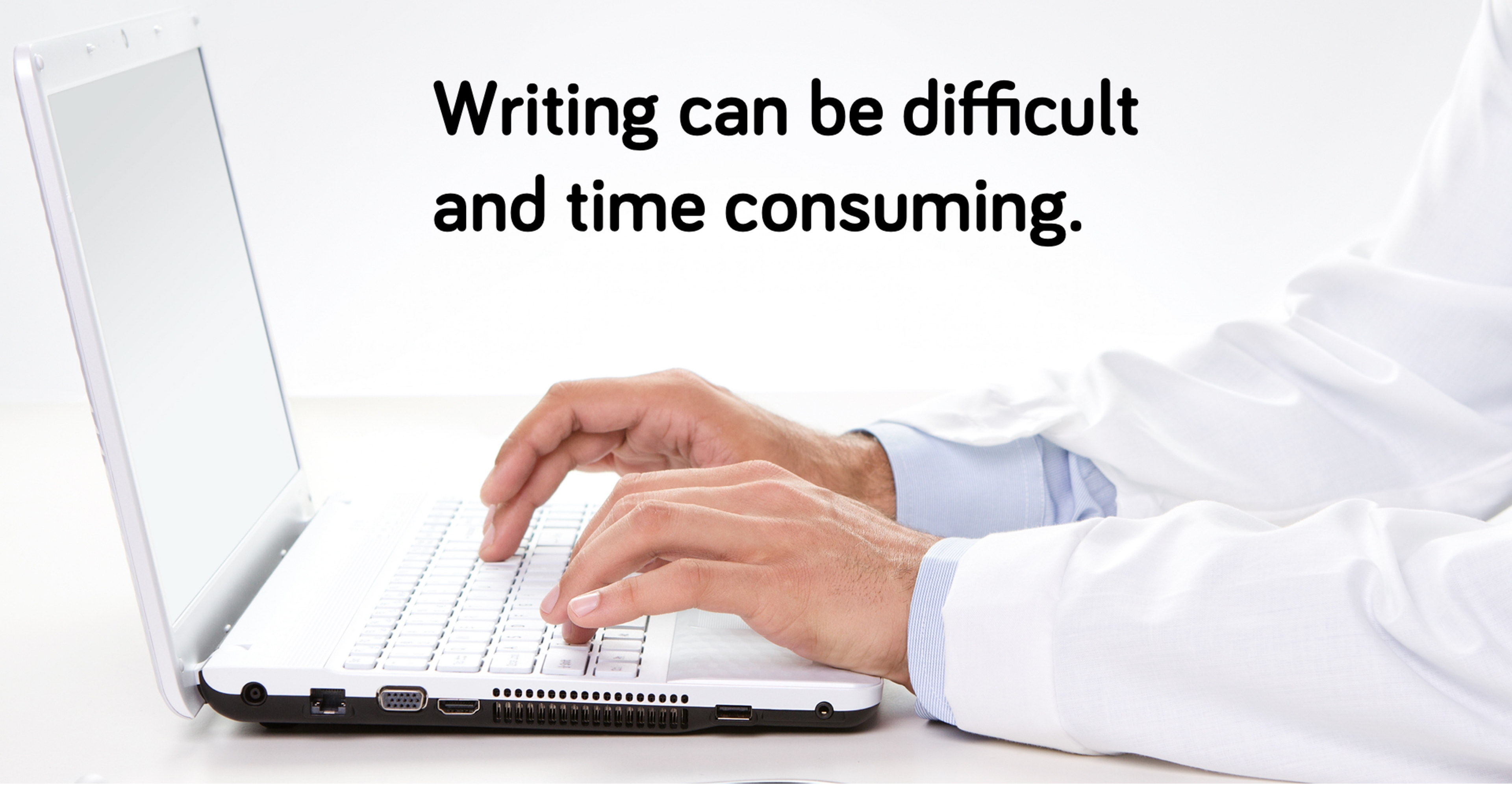


**CONTENT is KING**





**Writing can be difficult  
and time consuming.**





# The Power of Video

- Currently about 80% of all internet traffic is related to video
- On Facebook, video posts current out perform all other types of posts by 12x
- YouTube reaches more US adults than ANY cable network according to Nielson
- Webpages that feature video content have a 50% better chance at ranking on page 1 of Google organic search results
- Webpages that feature video have 30% better conversion rates
- 90% of mobile video viewers share videos they like on social networks
- Videos are easy, fast and cheap to make

# A Simple Video Interview

**Dr. \_\_\_, as a dog owner, what should I know about fleas and ticks in our area?**

- Give a brief, high-level overview of the topic
- Prevention protocols
- Potential health hazards
- Symptoms
- When to contact a veterinarian
- What a veterinarian can do
- Why to avoid self-diagnosis
- Related topics
- How to contact you



# Once the video recording is done:

1. **Get the video transcript from an online transcript service.**
2. **Add the video and the transcript to your website.**
3. **Post on social networks, linking back to the page on your website.**



**Our time  
is almost up!**

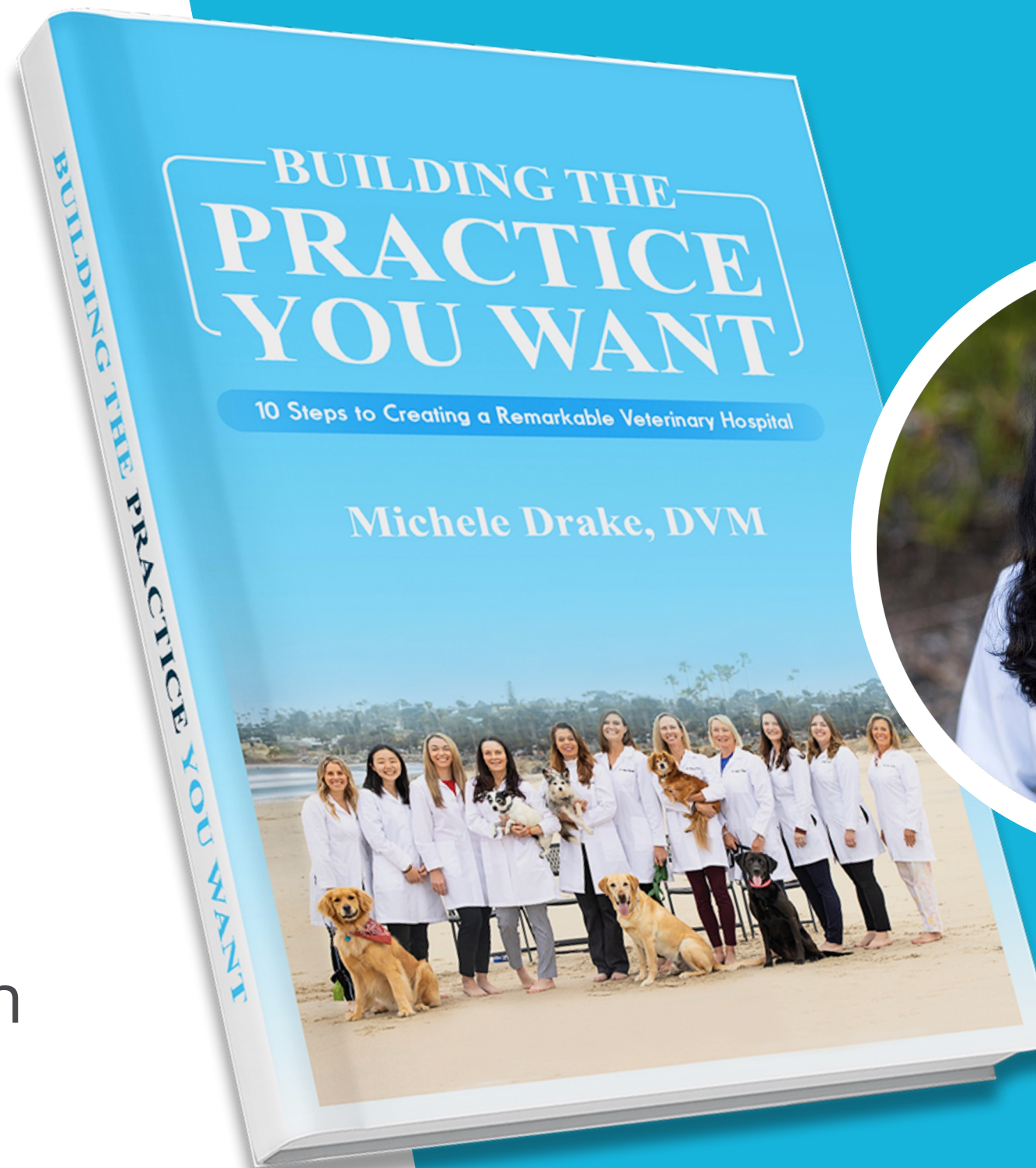




# To create the practice of your dreams, you need a proven system.

## Learn proven strategies to:

- Create a healthy workplace
- Improve recruitment and retention
- Achieve freedom and success as a practice owner





**Visit Booth #228**



**THANK YOU!**