



The Profit Driver Module

Profit Driver Module

Workbook: Unlocking Profit Potential in Your Clinic

Section 1: Charge What You're Worth – Increase Your Fees

Question 1:

Is your clinic consistently 80-90% booked or do you have a waiting list?

Action Step:

- If yes, write down a date to increase your fees within the next 30 days. Select whether you are going to simply change your fees and not communicate OR Communicate this to your patients through email, social media, or in-person. This needs to sit comfortably with your values. I can't decide for you.

Commitment

- On [Date], I will raise my fees by \$_____.
- Make sure you change the fees everywhere from registration forms, signs in the clinic to the website. Don't miss this

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Question 2:

What will you say to your patients when you inform them about the fee increase?

Action Step:

- Write a simple script explaining the value they receive, such as improved outcomes, advanced training, or new equipment. Post in the group for feedback.

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Section 2: Sell More Products to Enhance Recovery

Question 3:

What products could you sell in your clinic to improve patient outcomes (e.g., foam rollers, spiky balls, bands)? Add these to your gold standard treatment plans

Action Step:

- List at least 5 products you can start selling immediately and research their wholesale prices.
- Commitment: I will introduce [Product 1], [Product 2], and [Product 3] with atleast a 50% markup by [Date].

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Section 3: Optimize Your Appointment Times

Question 4:

How long are your current appointments? Could you reduce them without sacrificing patient care?

Action Step:

- Test reducing your appointment time for the next week on a few patients the following week. Track if it affects patient satisfaction.

Commitment:

- Starting on [Date], I will reduce appointment times by x minutes and use the extra slot for another patient, adding \$____ in revenue per day.

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Section 4: Increase Recommendations in Your Treatment Plan

Question 5:

Do you pre-book your patients' entire treatment plan during their first visit?

Action Step:

- Create a pre-booking script that helps your patients understand the importance of completing their full treatment plan.

Commitment:

- I will pre-book all patients for their full treatment plan and track their completion rates over the next month using the scoreboard.

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Section 5: Offer Treatment Packages

Question 6:

Do you currently offer treatment packages (e.g., 6 or 10 sessions at a discounted rate)?

Action Step:

- Design one treatment package that encourages patients to commit to their full recovery while giving them a slight discount (15-20% is what I recommend).

Commitment:

- I will launch a [x-session package] by [Date] at \$____, providing value to patients and boosting my revenue.

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Section 6: Offer Additional Services

Question 7:

Can you offer structured rehab classes or group programs or another service?

Action Step:

- Choose one additional service and outline how it will improve patient compliance and outcomes.

Commitment:

- I will introduce [New Service] by [Date], increasing revenue by \$___ per week.

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Section 7: Maximize Your Clinic Space

Question 8:

Is there space in your clinic that can be reconfigured to create more treatment rooms or additional services?

Action Step:

- Identify one underutilized area in your clinic and brainstorm how to use it more effectively (e.g., creating a rehab area or extending your clinic's hours).

Commitment:

- I will reconfigure [Area] or add [New Hours] by [Date], generating an additional \$____ per month.

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Section 8: Reduce Cancellations and DNAs

Question 9:

What is your current no-show or late cancellation rate?

Action Step:

- Set up automated reminders via text and email to reduce DNAs. Track the reduction in missed appointments over the next month.

Commitment:

- I will implement a reminder system by [Date] and reduce my no-show rate by ____%.
- How else could you reduce your cancellation rate?

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Final Section: Prioritize and Plan Your Profit Boosting Actions

Question 10:

Which of the profit drivers will you implement first? Why?

Action Step:

- Write down your first 2 profit drivers and the dates you will implement each one.
 - a. Driver: [Increase Fees] | Date: [____]
 - b. Driver: [Sell Products] | Date: [____]

Commitment:

- I will focus on implementing my first profit driver by [Date]. Once this is in place, I will move to the second driver by [Date], and the third driver by [Date].

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Tracking Your Results

Track your revenue before and after implementing these profit drivers.

- Write down your current monthly revenue: \$_____.
- Track your revenue after 1 month of applying these changes:
\$_____.
- Track your revenue after 3 months of applying these changes:
\$_____.

Post in the group with the heading WIN. Give everyone some inspiration that they can do it as well.