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THE 5 “DON'TS” OF CLINIC GROWTH

GUIDEBOOK

**How to Avoid the Top 5
Mistakes When Scaling
Your Medical Clinic**

Inversion: The power of thinking backwards to solve problems

Charlie Munger, the business partner of Warren Buffett and Vice Chairman of Berkshire Hathaway, is famous for his quote, “**All I want to know is where I’m going to die, so I’ll never go there.**”

In other words, it’s easier to avoid problems than it is to be right every time.

The purpose of this guidebook is to provide a lens through which to view common practice growth challenges so you can avoid them, and more importantly, **do the opposite.**



The 5 “don’ts” of clinic growth

#1 **Don’t expand to a new geography until you have mastered your existing area.**

- Too often, providers think getting licensed in additional states will solve their patient acquisition challenges. If you’re struggling to grow in your existing area, fix your offer and your marketing processes first. Oftentimes, the geographic area you serve is not the constraint of your practice.

#2 **Don’t run paid ads until you have at least 5 referral partners in place.**

- Paid advertising can become wildly expensive. Focus first on building relationships with providers in your area who can refer patients to you (and vice versa). A natural referral channel is far more effective and “sticky” than paid advertising when starting out.

#3 **Don’t expect that posting on social media will get you a stream of new patients straight away.**

- Social media content is a tool that helps you build credibility. It forms one piece of a larger marketing strategy. In most cases, prospective patients will explore your social profiles after they’ve already found your practice’s website.

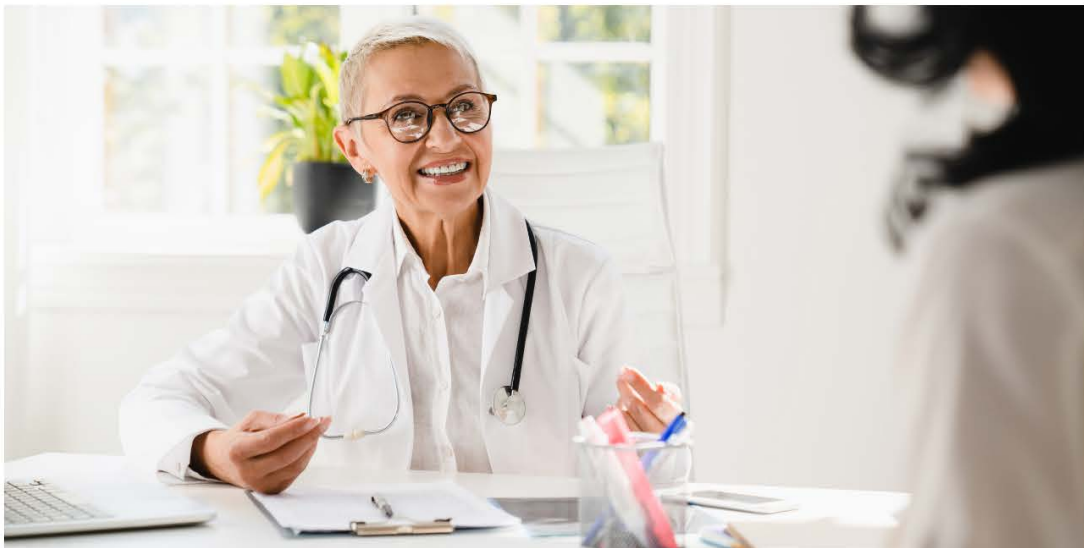
The 5 “don’ts” of clinic growth

#4 Don’t try to grow without a complete, robust Google Business Profile.

- One of the top ways prospective patients find new providers/practices is through the search features on Google Maps. It’s crucial to ensure your profile includes high-quality photos and is up-to-date, packed with reviews, linked to your website, etc.

#5 Don’t overlook the importance of word of mouth, reviews, and patient referrals.

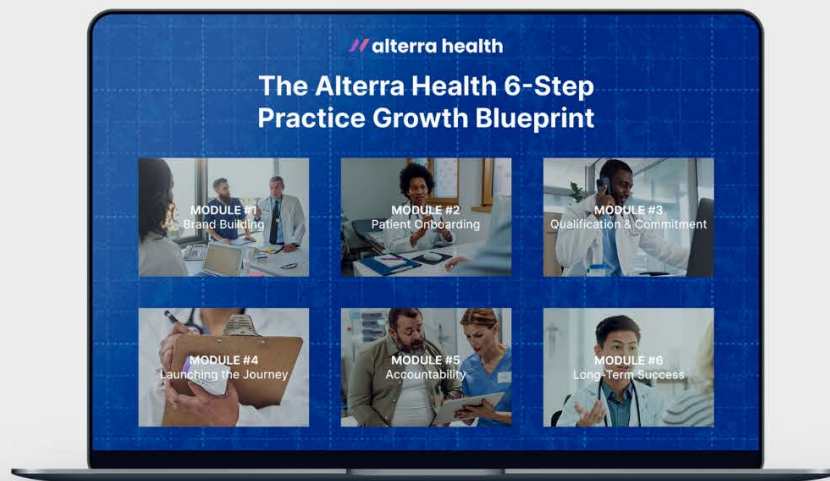
- Leveraging your existing patient base should be your #1 marketing strategy. If you’re not providing world-class care such that your patients are spreading the word for you, start there. Consider offering small gift cards as a referral incentive if needed.





Let's grow your practice together!

*Need a hand with next steps?
Schedule a free call with us!*



Scan the QR code to get started today!



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