

// alterra health

# GROWTH MASTERY

WORKBOOK

---

Crafting a 6-Step  
Growth Plan for Your  
Medical Practice

## Providers often ask us...

“What is the best way to grow my practice?”

The practice growth frameworks we teach at Alterra Health are centered on the concept of **leverage**.

As a practice owner, the number one thing you should be focusing on is how to best allocate your limited resources to achieve the **maximum possible output**.



## Start by asking yourself the following three questions:

- Am I using my time as a provider to focus on the highest value, most impactful clinical work in my practice?
- Where can I get more **leverage** for my time and effort?
- Who is my target patient audience, and what is my competitive advantage to reach them?

Through these questions, you can begin to look at the challenges you're facing in terms of leverage.

## Then...

Use our **6-Step Practice Growth Blueprint** worksheet at the end of this book to chart your own growth plan.



## If you are...

- Spending countless hours each week writing meal plans and answering patient questions about grocery shopping... **It's time to offload that work so you can focus on clinical care.**
- Trying to attract new patients one-by-one and not growing as quickly as you need to be... **It's time to focus on building referral partnerships instead.**

### When should I hire or outsource for my business or private medical practice?



## Here are our top 4 tips for private practice providers looking to grow their clinics

- #1 Hone-in on the target demographic your practice serves**

Who are your ideal patients, and what problems do they face? The most successful and fastest-growing practices we speak with focus on clear and narrow audiences to start.
- #2 Implement a membership model**

Build your practice around a recurring subscription model rather than a fee-for-service model so you can deliver the highest quality care to patients, improve their long-term outcomes, and have the profitability your clinic needs to scale. Get patients to commit to a minimum time period in order to be successful with your program.
- #3 Prioritize provider relationships and referrals over paid ads**

The fastest-growing practices that we see start with strong referral networks to channel new patients. For example, if you run a medical weight loss clinic, find practices in your area with similar target patient audiences that don't offer your services.
- #4 Build a holistic, expert-led patient experience**

Positioning your patient experience with a comprehensive, 360° approach built on decades of experience will separate you from competitors. Targeting highly price conscious patients will not create a sustainable competitive advantage for your practice.





Maximizing  
**LEVERAGE**  
is the key to  
practice growth

# The Fundamentals of our 6-Step Practice Growth Blueprint

## **Step #1 - Brand Building**

What does your ideal patient audience look like, and how do you consistently acquire new patients presenting with the exact problem your practices solves?

## **Step #2 - Patient Onboarding**

How do you make the patient onboarding experience so effective that every patient entrusts you with their journey and keeps coming back?

## **Step #3 - Qualification and Commitment**

How do you qualify patients, efficiently navigate insurance, and get patients invested in and committed to long-term progress with your practice?

## **Step #4 - Launching the Journey**

How do you choreograph the perfect journey to achieve each patient's ideal outcome?

## **Step #5 - Accountability**

How do you keep patients active and engaged throughout their journey?

## **Step #6 - Long-Term Success**

How do you help as many patients as possible achieve their goals and channel that experience into practice growth?



Collaborate with your team to answer the following questions, and start creating your success blueprint.

### Step #1 - Brand Building

What does your ideal patient audience look like, and how do you consistently acquire new patients presenting with the exact problem your practices solves?

### Step #2 - Patient Onboarding

How do you make the patient onboarding experience so effective that every patient entrusts you with their journey and keeps coming back?

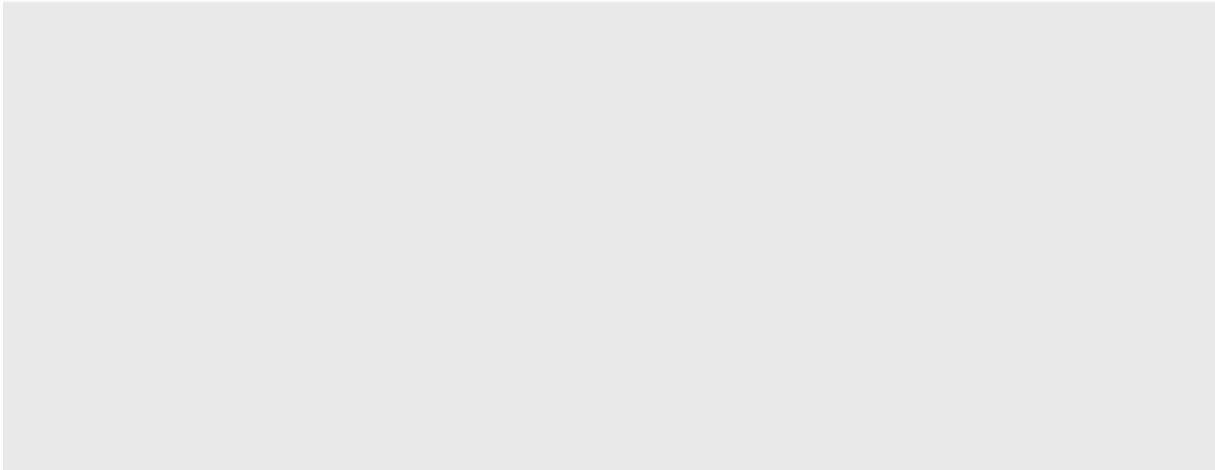






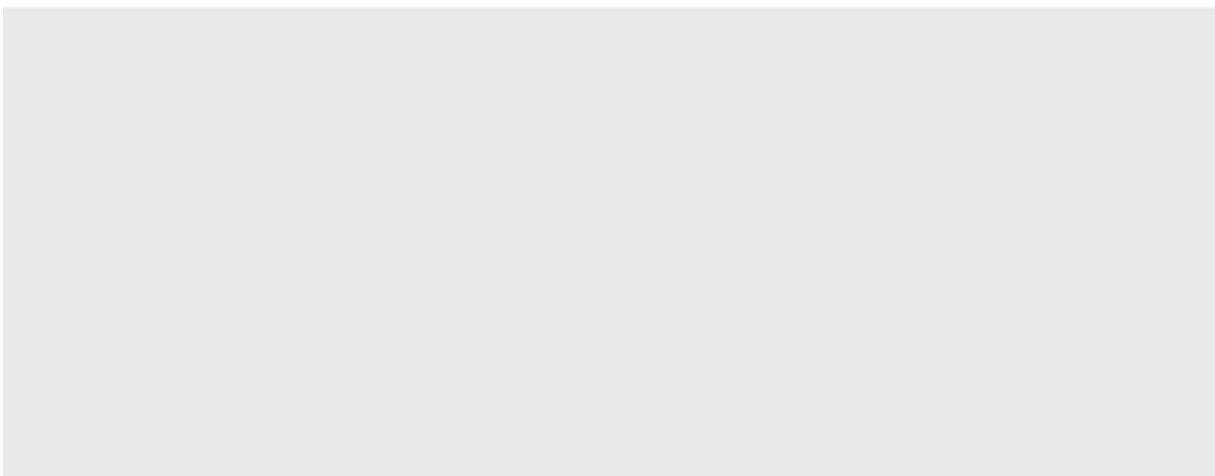
### **Step #3 - Qualification and Commitment**

How do you qualify patients, efficiently navigate insurance, and get patients invested in and committed to long-term progress with your practice?



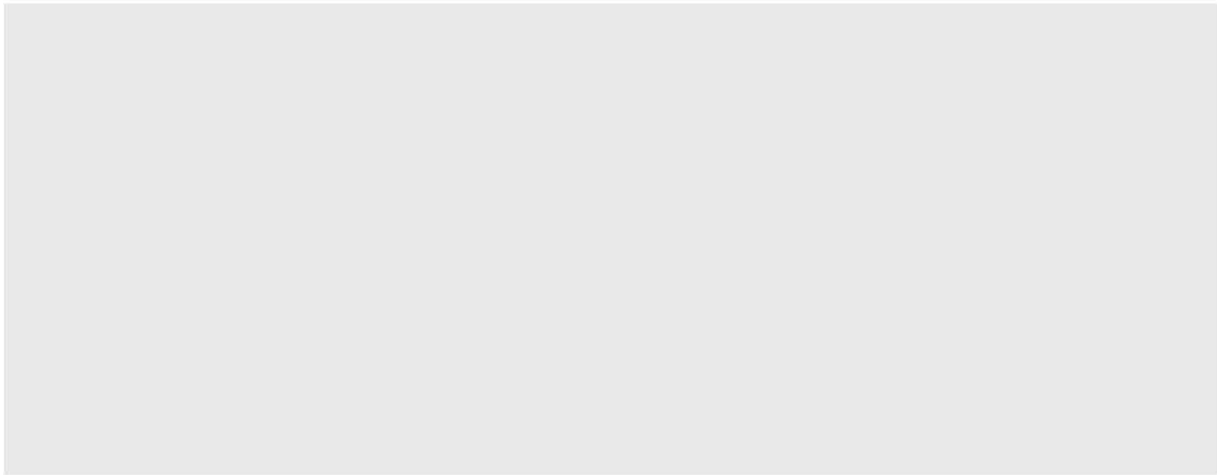
### **Step #4 - Launching the Journey**

How do you choreograph the perfect journey to achieve each patient's ideal outcome?



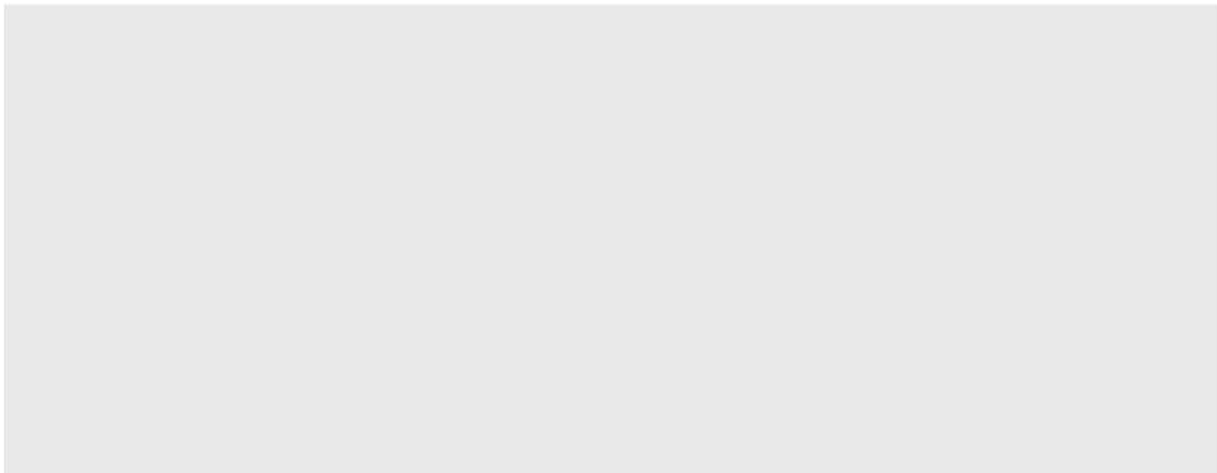
### **Step #5 - Accountability**

How do you keep patients active and engaged throughout their journey?

A large, empty rectangular box with a light gray background, intended for the user to provide their answer to the question above.

### **Step #6 - Long-Term Success**

How do you help as many patients as possible achieve their goals and channel that experience into practice growth?

A large, empty rectangular box with a light gray background, intended for the user to provide their answer to the question above.



# Let's grow your practice together!

*Our experts can help you build your blueprint...*



Scan the QR code to get started today!



[alterrahealth.com](https://alterrahealth.com)



[austin@alterrahealth.com](mailto:austin@alterrahealth.com)