



Business Planning

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Pitfalls from experience

- Doctors fall in love with a piece of equipment
- Owner wants equipment to generate an income stream
- Equipment is incompatible with clientele
 - Need
 - Cost recap
- Staff incompatible with equipment
- Patient flow is compromised / complaints
- Maintenance/ calibration is not considered in cost
- Equipment changes the practice culture



Strategies to avoid



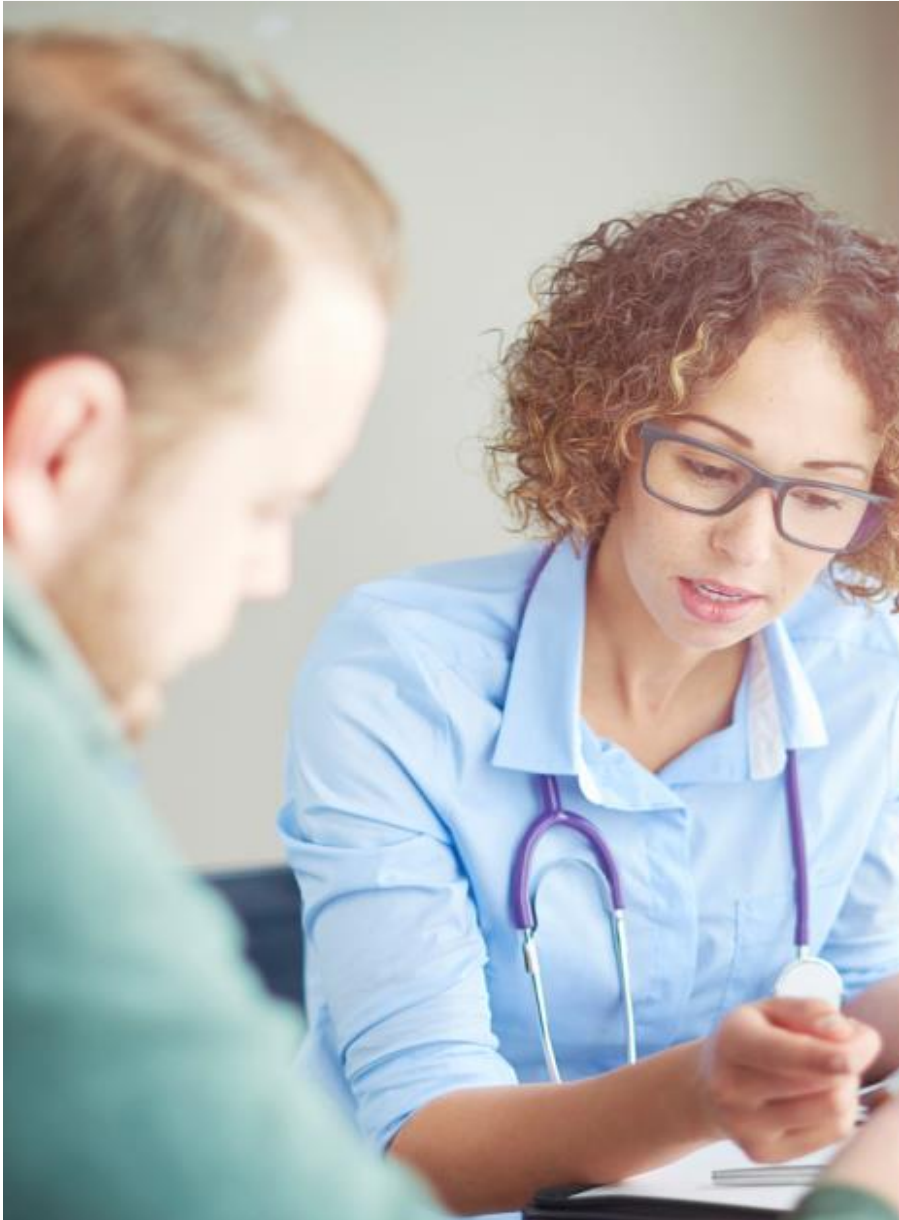
1. Develop a template business case
2. Slow things down
3. Research
4. Engage other champions
5. Time lines with goals

Strategies to succeed

- Specific implementation plan
- Set time lines with goals
- Invoice all / communicate
 - Be uncomplicated
 - Be specific
 - Use some repetition
 - Minimize jargon
 - Check for understanding
- Scope of practice / Position description
- Supporting procedures / maintenance
- Perform a typical PDSA



Understanding the patient's perspective



Helps to get them involved

- disruptions
- feel involved
- marketing

RESEARCH

PLAN

IMPLEMENT

REVIEW

COMMUNICATE WITH ALL STAKEHOLDERS

Questions?



Important notices

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