



Increasing Your Practice's Profitability by Providing an Exceptional Patient Experience.

Thomas Passalacqua
Ascend Professional Pathways, LLC

Thomas Passalacqua

Certified executive coach specializing in sales training & facilitated learning.

516-946-2965 | thomas@ascendpropathways.com



EDUCATION

- Certified Executive Coach- Center for Executive Coaching
- Sales Enablement Professional Certifications
- Master's of Science in Education- Hofstra University
- Bachelor's of Science in Education- Hofstra University

PROFESSIONAL EXPERIENCE

- Director of Business Development- The Smilist DSO
 - Mergers & Acquisitions
- Dental Sales Contultant- VOCO America
 - President's Club
- Founding Teacher- NYC
 - Curriculum design

Ascend Professional Pathways



AscendProPathways.com

**Customized Professional Development,
Executive Coaching, and Facilitated Learning**

Increasing Your Practice's Profitability by Providing an Exceptional Patient Experience.

Main Objectives:

- 1) Improving the quality of the patient's experience throughout your practice.
- 2) Increasing profitability by uncovering roadblocks to growth and identifying key areas of improvement.
- 3) Improving your leadership skills to drive your team to success.

Key Takeaways:

Our core mission is to refine and establish the overall goals of your practice, discover methods to best align your team to support those goals, and identify effective means of how the team translates those initiatives into the patient's experience throughout their treatment visit. When these three aspects are all coordinated, we aim to see higher staff and patient satisfaction and ultimately higher profits for your business.

- Establish the mission, vision, and core values for your practice, and what makes your practice unique.
- Better alignment between your staff and the goals of your practice, and how to measure success.
- Create methods on how to better improve a patient's experience within your practice.
- Overcome challenges and roadblocks that may be preventing your practice from growing.
- Improve your leadership skills and abilities to manage your staff to drive the practice to success.
- Identify both the specific initiatives and solutions needed to improve your practice's performance.

Scan to download digital workbook:



ascendpropathways.com/aadgp

Download & save to files.

To start...

Why is this topic important to you?

What brings you here today?

Tips for success:

- Be open and have intention to improve. Reflect deeply on the questions and be aware of what comes up for you.
- Focus on the sections & prompts that are most important at this moment.
- Plan to follow up on these exercises after this event, this workshop is designed to spark solutions and new insights.
- Realize that you can manifest change easier when you put intentional focus to pair effective solutions with the precise sticking points of your business.

Main activities:

- **Practice Leader's Blueprint:** Refining the mission, vision, and core goals for the practice.
- **Key employee analysis & Improving the patient's experience:** Aligning the staff to the practice's goals and how to translate them to the patient's journey.
- **Strengths & Weaknesses analysis:** Outlining strategies needed to make the improvements.
- **Reflection & Planning:** Build accountability and a plan to ensure success.

1. The Practice Leader's Blueprint

Objective:

Take time to reflect on the following questions about your practice and your future goals. Feel free to focus on the areas that you need most development in.

Tips for success:

- Reflect on your intent for this task, how could you truly get the most value?
- Think logically and challenge yourself when you provide a response.
- Focus on the sections that are most relevant.
- *Use the prompts and supportive questions to help build accountability.*

1. The Practice Leader's Blueprint

What is the vision for your practice?

1. The Practice Leader's Blueprint

What is the mission you want to accomplish?

1. The Practice Leader's Blueprint

What values define your practice?

1. The Practice Leader's Blueprint

What is your practice's edge?

1. The Practice Leader's Blueprint

What are your performance metrics?

1. The Practice Leader's Blueprint

Reflecting on the last few questions,
what is most meaningful to you?

2. Key employee analysis

Objectives:

1. Assess your key staff members and how they interact with the patient.
2. Analyze their performance to determine areas to improve.
3. What new aspects would you add?
4. Determine how these behaviors support the overall goals of the practice.

Tips for success:

- *Identify which area is the highest priority to improve.*
- *Simply start the process, you can always come back to this exercise later or periodically.*



2. Key employee analysis

Core Team Member	What they are doing well	What you need them to do differently	How can they better impact the patient experience?	What else do you want them to implement?	Resources needed	Strategy to engage new expectations



3. Improving the patient's experience

Objectives:

1. Consider the patient's journey and identify what is going well and what can be improved.
2. Establish strategies for methods to improve.

Tips for success:

- *Identify which area is the highest priority to improve.*
- *Simply start the process, you can always come back to this exercise later or periodically.*



3. Improving the patient's experience

Key patient experience	What is working well	What needs to be improved	Behaviors to stop	Behaviors to start	Strategy for improvement	Resources needed



Thoughts so far...

What is standing out the most for you?

What has been most impactful?

Take a moment to envision your practice and everyone in it operating at its highest quality and efficiency.

4. Strengths analysis, Reflection, and Planning.

Objective:

Using the content and reflections from the previous activities, assess the current standing of your practice and identify strategies for improvement.

Tips for success:

- Reflect on your initial intent for where you want to improve.
- Be willing to admit there may be opportunities for improvement and be open to working towards new ideas.
- Where can you incorporate more of these thought activities throughout your routine?
- Think of effective ways to stay accountable for these new initiatives, how would you feel a few months from now following this exercise?

4. Strengths analysis

What are the Strengths of your practice?

4. Strengths analysis

What are your practice's Weaknesses?

4. Strengths analysis

What are the main opportunities for you and your practice?

4. Strengths analysis

Ideas to build upon your strengths and/or to improve your weaknesses, and how to support your goals

5. Reflection & Planning

Which are the top initiatives that you need to take for your practice to keep and improve its edge, achieve its performance metrics, and continue to grow?

What are your top priorities to better serve your patients and succeed as the practice's leader?



6. Optional Action Plan

Key milestones:	Requirements for success:	Action steps:	By who:	By when:	How to track progress:	How can you communicate progress:

Thank you & a special offer!

\$100 discount on a 3-session business coaching package to further drive your results following this workshop.

~~\$975.00~~ → **\$875.00**

We will aim to solidify your goals, strategy, and plans for execution.

Simply email Thomas to start the conversation!

thomas@ascendpropathways.com

ascendpropathways.com/aadgp



Workshop Prompts

The Practice Leader's Blueprint:

Prompting and supportive questions that help build accountability:

How can you start to apply these initiatives?

What resources do you need to implement these initiatives?

What do you need to prepare for to start and uphold these initiatives?

Who can support you and provide guidance?

What specific questions do you need answered to accomplish the above priorities?

How specifically could you execute these initiatives?

What do you need to put in place to be successful?

What would your plan look like?

What might be in the way of being successful here?

What is your time frame and how can you work backwards to this week?

Workshop Prompts

Key Employee Analysis

When you think of your staff, what feelings come up? How do you feel about their performance overall? Have you ever identified specific areas of improvement?

Core team member- who would you start with? Who would make the most impact to your practice's success?

What are they doing well- what are their strengths, talents, passions, where do they excel?

What can they do differently- What can you identify that needs to improve?

Impact on the patient experience- what specific behaviors could they start or stop doing?

What else- Is there anything else about that particular staff member that you need to assess?

Resources needed- what is needed in order to make this change? How would you approach the situation with them?

Strategy for expectations- what would that strategy look like? What is the plan, timeline, expectation? What can go well? What could not go well?

What are ways you can gather information to determine how your staff is performing? Can you survey them or patients, have team or individual meetings, discuss with practice manager or advisors?

What would that look like for you and your practice?

What would be your strategy to implement these initiatives? What would be the most effective and most sensitive method to communicate and make improvements?

Workshop Prompts

Improving the Patient's Experiences

List out every major experience or phase of the patient's journey throughout your practice and their visit.

Identify what systems you have in place, what your team is doing well and what can be improved. Then list the strategy for improvement.

Key experience- *what moments are opportunities to provide meaningful influence?*

What is working well- *what moments are the patient most happy and fulfilled?*

What can be improved- *where are the areas that could be better? What staff are involved? Why is this moment not as good as it can be?*

What needs to stop- *can you identify specific actions you or your staff need to adjust?*

What needs to start- *what new behaviors could you and your team start doing that will have a more positive impact? How would you initiate that new action?*

Strategy for improvement- *how would you implement this new approach? Who is involved? Who can help?*

Resources needed- *What do you need to put in place to have a successful intervention? Programs, time, schedule? What would accountability look like?*

How can you determine what is working well? Who can you ask or go to for this insight?

How are you gathering this necessary information from your team? How would it look like for your team to provide input here?

When you think of your patients, how do you want them to experience your practice and services?

Workshop Prompts

Strengths Analysis & Assessment

Using the content and reflections from the previous activities, assess the current standing of your practice and identify strategies for improvement.

What previous reflections resonated the most for you?

What areas do you need to focus most of your attention?

What are you doing well that you can continue? How could you amplify those qualities?

What did you identify of where your practice needs attention and reinforcement?

What systems, protocols, or actions would have the most influence on your practice's success?

What will get you to the next level of performance?

What would be some actions or strategies to reinforce against your weaknesses?

Reflection & Planning

Thinking back on this exercise, what are your priorities?

What are your specific action items?

Where and when would you start?

What will enable you to make it easy for you and your team to start these plans?

Identify your top 3 that will make the most difference.

Where do you need to focus yourself?

What resources do you need? Who else can you speak with?

Optimistic / Inspirational by Mixaund | <https://mixaund.bandcamp.com>
Music promoted by <https://www.free-stock-music.com>