



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

**September 18<sup>th</sup>, 2025**

**A facilitated workshop presented by:**

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

### **Program overview:**

This interactive and facilitated workshop focuses on leadership development as practice owners aim to improve key aspects of three 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.

Through a series of collaborative and social exercises, you will work alongside other practice owners to navigate up to 6 key activities to discover strategies and solutions that are best for you, your team, and your patients. You will assess and identify methods that could have a direct impact on the quality of the patient's experience within your practice, which can ultimately lead to higher profits. These activities include increasing your leadership capabilities, analyzing your staff's performance and identifying improvements, threading your vision and goals into the fabric of the patient's journey, and building accountability to ensure success. Participants will gain relevant tools and initiatives ready to apply along with a workbook with customized solutions and ideas; come ready to actively participate and leave energized and organized!

### **Learning objectives:**

- Gain insights into how to improve the quality of the patient's interaction throughout your practice within key moments of their visit. Key interactions include treatment, administration, and flow throughout your office.
- Discover what may be preventing growth within your practice. Areas of consideration include staff interaction, approach to treatment, leadership influence, and overall goals of the practice.
- Identify key opportunities for increasing profits within the practice. Areas of opportunity can include vision alignment throughout your team, employee engagement, being an effective leader to drive accountability, and better serving the patient.

### **Key takeaways:**

- Construct and uphold the mission, vision, and core values for your practice.
- Establish what makes your practice unique and how to measure success.
- Better alignment between your staff and the goals of your practice and improve employee engagement.
- 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 accomplish your priorities to improve your practice's performance.

### **Target outcomes:**

- An increase in patient satisfaction.
- An increase in case acceptance and conversion to treatment.
- Better quality of patient care.
- Higher patient volume, referrals, and return patients.
- Higher staff engagement.
- Less stress and complications within the practice.
- Higher ability to meet or exceed the practice's goals.
- Increased profits and better margins.
- Higher staff morale and positive culture.

**Format:** 75-minute facilitated learning workshop. Participants will be provided with learning materials in both digital and print formats.

### **Main activities:**

- **Practice Leader's Blueprint** (Refining the mission, vision, and core goals for the practice).
  - 1-1 partner activity, 20 minutes
- **Key employee analysis | Improving the patient's experience | Communicating as a Leader** (Aligning the staff to the practice's goals, how to translate them to the patient's journey, and how to effectively communicate and drive accountability).
  - Group activity, 30 minutes
- **Strengths & Weaknesses analysis** (Outlining strategies needed to make the improvements).
  - Solo activity, 10 minutes
- **Reflection & Planning**
  - Solo activity, 10 minutes

# The Practice Leader's Blueprint

**1-1 Partner activity:** Partner with a supportive colleague and work together as you navigate both your own blueprints and help each other discover solutions and strategies to identify specific actions to take. As supportive colleagues, your role is to help drive accountability by asking action-based questions and uncovering blind spots that may be overlooked. Examples of questions are listed below.

**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.

## Vision

What is your vision for your practice?  
How big can it get and over what time frame?  
What types of patients do you want to attract?  
What will be most memorable about your practice?

What treatments & services will stand out?  
What will it be famous for?  
What will your patients say about you?  
What will be your biggest achievements?

**Vision:**

## Mission

What contribution does your practice make?  
Why does your practice exist?

What is the higher good you will serve?  
What is your ultimate purpose?

**Mission:**

## Values

What nonnegotiable values define how your practice operates?  
How do current actions in your practice compare to the values you say are important?  
What would your staff say is their main purpose for working in your practice?  
What emotions would your patients say they experience while visiting your practice?

**Values:**

## Edge

What does your practice do best?  
How will you stand out from other practices?

What should your practice do best?  
What truly makes you different?

**Values:**

## Performance Metrics

What specific, measurable results define success as the leader of your practice?

**Metrics to measure performance:**

## Top Initiatives

Which are the top 3-5 initiatives that you need to drive for your practice to keep and improve its edge, better serve patients, achieve its performance metrics, and continue to move forward?

**Initiatives:**

**What other overall challenges or ambitions do you have that you would like to further develop?**

**Other ambitions:**

### **Prompting/supportive questions from colleagues that helps 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 is your time frame and how can you work backwards to this week?*

**Group activities:** *For the following 3 activities, work collaboratively to navigate certain situations and experiences as practice leaders, your supportive colleagues can help you find relatable and meaningful solutions.*

## 1. Key Employee Analysis

**Objective:** List your key staff members who have direct interaction with the patient. Analyze their performance on specific aspects of their actions that can be improved, as well as new aspects to incorporate that could have a direct influence on your goals for your practice.

[illegible]

## 2. Improving the Patient's Experiences

**Objective:** List out every major experience/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.

[illegible]

### 3. Communicating as a Leader

**Objective:** How you show up as the leader of your practice throughout every day sends messages to your staff and patients. Here, you focus on the messages you send, both intentional and unintentional, and how they are received and the influence they may have on the success of your practice.

Look through the following questions that focus on your leadership presence, which ones stand out to you? How would you answer those particular questions and what messages may you be sending?

<b>Questions:</b>	How do you make difficult decisions? How long do you take? How much information do you need? What is your tolerance for risk? How do you react to employees who take risks? How do you react to failure and mistakes made by others? When do you give up and quit? Do you spend more or less of your time with certain employees? How do you react to frequent or major changes? How do you react to conflicts with, or between, others? How willing are you to admit mistakes when you are wrong? How much do you trust others to get the job done? How much information are you willing to share with others about the practice? How important is it for you to look good, be right, and have status? How well do your behaviors match up to both your and the practices values? What percentage of time do you keep your word (including being on time)? How do you respond when you don't get the results you wanted? What percentage of your time do you spend talking about and serving patient's needs? How do you behave with others when you are under pressure? Which behaviors do you tend to overlook by your employees?
<b>How would you answer them?</b>	
<b>Unintentional messages you may be sending:</b>	
<b>How to correct and send the intended message:</b>	

#### Reflective questions:

What are some messages you may be communicating unintentionally in your office? To whom?  
What is the cost of sending these messages—to the practice and to you as the leader?  
What, if any, behaviors will you change? How?

#### Reflections:



**Solo activity:** *For the last exercises, take time to reflect and leave with a solid action plan that you can follow up on to ensure progress is being made.*

## **Strengths Analysis & Assessment**

**Objective:** Using the content and reflections from the previous activities, assess the current standing of your practice and identify strategies for improvement with the following questions:

**What are the Strengths of your practice:**

**What are your practice's Weaknesses:**

**What are the main Opportunities for you and your practice:**

**What are the Threats that you and your practice face:**

**Ideas to build upon your strengths to take advantage of opportunities:**

**Ideas to shore up weaknesses to take advantage of opportunities:**

**Ideas to build upon strengths to defend against threats:**

**Ideas to shore up weaknesses to defend against threats:**

## **Reflection & Planning**

**List up to 3 things you and your practice must do well to succeed:**

**What are your practice's top 3 priorities during the next year?**

**What are up to 3 things you must do to succeed in your role as a leader?**

**What are up to 3 things that anybody who joins your practice must be, do, or have?**

**What are up to 3 characteristics of your ideal patient?**

**What is the one thing that your practice does better than anybody else?**

**What is the culture you envision for your staff and practice? How can you inspire others and uphold that expectation?**

## Optional Action Plan

[illegible]

*Thomas Passalacqua started his career as a founding teacher creating curriculums, establishing building-wide programs, and even starting new schools which allowed him to refine the learning process and improve on increasing engagement for a variety of learners and audiences. Transitioning into direct sales for a leading dental manufacturing company, Thomas achieved President's Club for exceeding many sales goals and started to train and mentor other sales professionals. It was in this role where the foundation of his training programs was created and refined; all which are relevant and effective strategies that have been applied and honed. Currently, Thomas is a director of business development, helping to grow a multi-million-dollar healthcare management company through mergers & acquisitions. Being dynamic and agile within an ever-changing market builds unique skills and abilities that he is excited to share and implement within his programs. Thomas holds a master's degree in education and is a certified executive coach. Thomas' passion is applying all his experience and skills to train and support other professionals as well as helping leaders navigate their success through executive coaching, leadership development, and facilitation.*



**As an exclusive offer for attending this workshop, Thomas is offering a 10% discount for a 3-session intensive package to further drive your results following this workshop. We will aim to solidify your goals, strategy, and plans for execution. Simply email Thomas with the discount code **OPTIMIZE10** at [thomas@ascendpropathways.com](mailto:thomas@ascendpropathways.com) to start the conversation!**



To explore customized solutions and strategies to further drive your success as a practice leader, please visit [ascendpropathways.com](https://ascendpropathways.com) to learn more about Thomas' Leadership Development programs and Executive Coaching.

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