

Empower.
Transform.
Results.



A disruptive health care provider empowered themselves and their team to transform, and the results have never been better.

***Client's Challenge:
Invigorate team and serve
patients with consistency
and care.***

Every business seeks to grow, but what should the organization seek to become and how should it be done? For one passionate chiropractic clinic the journey to truly sustainable growth and consistent business practices lead them to delve deep into each business process and the very fiber of what it means to provide 'care'.

The clinic had a strong track record of providing good care evidenced by a steady stream of growth, but then progress plateaued and volatility crept in. These facts conspired to increase costs and reduce the ability of the clinic to forecast and grow. Growth was further hindered by the specter of staff attrition, and exacerbated by gaps in management's tool box.

Following our signature system to optimize business processes, we first measured the current state. A thorough staff, management, and business assessment yielded deep and actionable information.

***GoRocco's Solution: Verify
current state, and build
consistency into the
organization.***

We have had the benefit of knowing the owner-doctors for several years, and during the initial phase it was clear that good leadership was not lacking but rather that the greatest benefit would come from adding new management tools along with a thorough assessment and improvement plan.

Each step of the engagement was based on measurable work toward measurable goals. Through the process we included many standard business metrics, and we also developed a set of custom metrics based on the unique style and mix of services representing the best success indicators.

Here are the Key Performance Indicators (KPIs) agreed to at the start of the engagement, followed by the actual results achieved.

- Patient visits increase toward capacity. Capacity 450 patients per four-day week.
- Adherence to work flows and plans increases.
- Increase in patient satisfaction.
- Development of new metrics.

***Engage and empower the
team - build in bench-depth.***

In any business there are sets of metrics which describe the state of the business, but not the spark which makes one practice a star and the other a dud. **There is no column on the P+L for 'care' nor does it have a line on the balance sheet.** Each position in the organization was examined with the goal to assure that personality types and team player strengths aligned well with primary tasks and work flows. This process was enlightening and energizing for the team. From there we built in a LEAN methodology of pulling needs through the organization triggered by a patient's need for care. Care was defined as starting at the front door, and consequently the staff realized that 'touch' points started much earlier than the adjustment room.

We solidified bench-depth as we implemented improved processes and

trained the team on the need for each team member to be able to flex one seat up and down the process flow assuring operations could continue regardless of absence of a single team member. This training took place both in the office and at targeted off-site events where communication and stress management were key and recurring themes. The clinic was thrilled to realize record weeks following the off-sites as the energy of the team grew and created a very positive viral effect!

***Positive Client Impact:
Brain real-estate shifted
from "What we are not
doing?" to "How can we
keep growing!"***

Today the team is larger than ever and at the same time management struggles have never been fewer. Skills have been ingrained into both the leadership and the staff such that each team member truly knows that their work is valued and how important it is to provide the best possible care to the patients. This patient focus has been honed to a finer edge by building consistency and good management into the DNA of the team.

***Actual results achieved
within a one-year
engagement, while reducing
hours by a 1/2 day.***

- Average patient visits up from 287 to 387 per 3 ½ day week.
- MAX weekly patient visits increased from 387 to 517 per 3 ½ day week.
- Parallel revenue stream added, and best of all . . .
- **Brainpower liberated!**

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