

The background of the slide features a warm, golden-yellow sunset or sunrise sky. In the foreground, two hands are shown in silhouette, reaching towards each other to connect two interlocking puzzle pieces. The puzzle pieces are dark, and the hands are positioned on either side of the gap between them. The overall mood is one of collaboration and problem-solving.

The GP ConnectorTM

Effective Recruitment in a competitive market place

SMC

Acknowledgement of Country

'In the spirit of reconciliation Scale My Clinic and HotDoc acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community.

We pay our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.'

Ask the Community On Facebook!



**The Successful
General Practice
Owner**

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Learn How You Could Create a More
Significant Impact, get Your Time Back
and Enjoy Improved Business Returns!**



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Why?

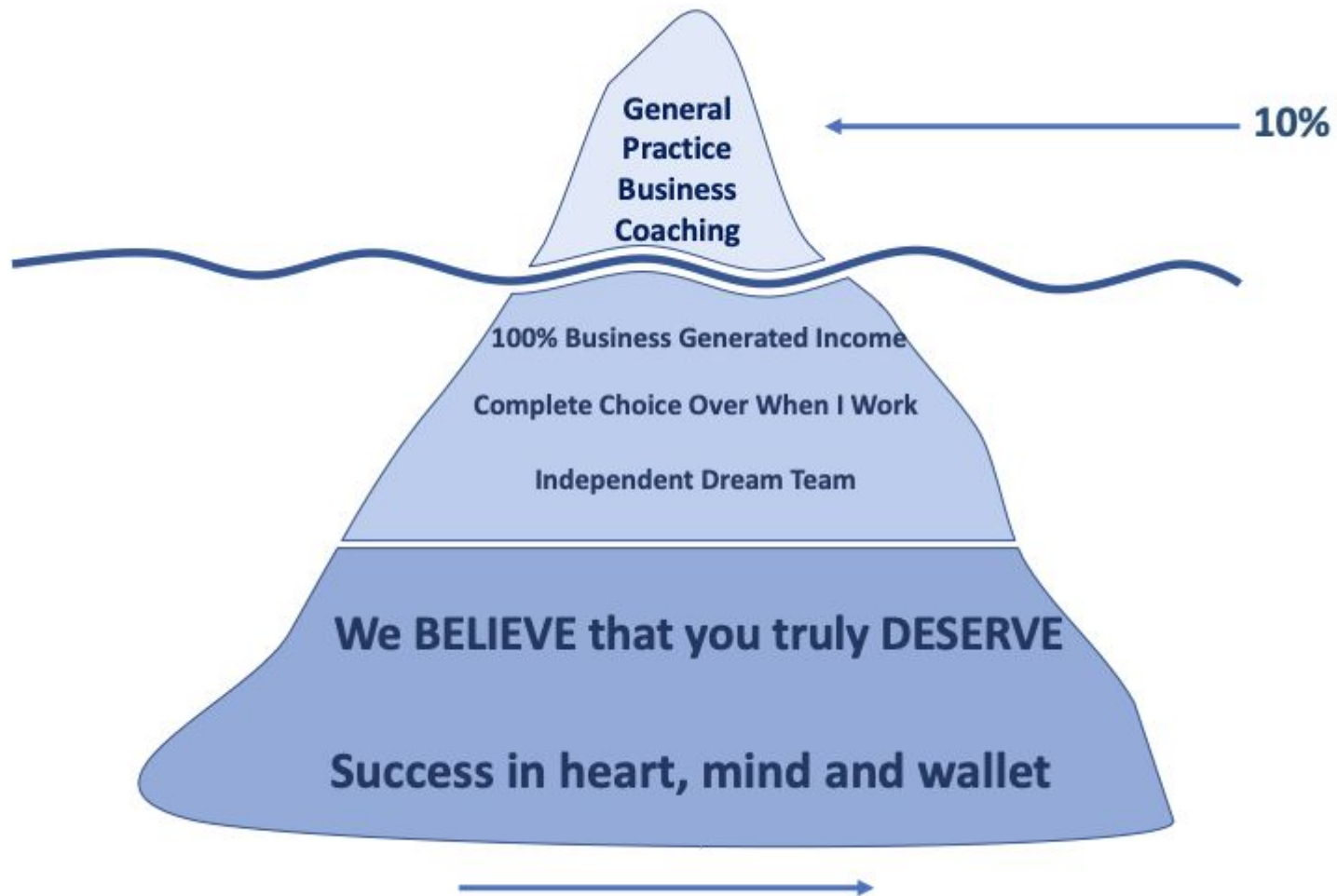


SMC





smc



The Practice Success Blueprint™

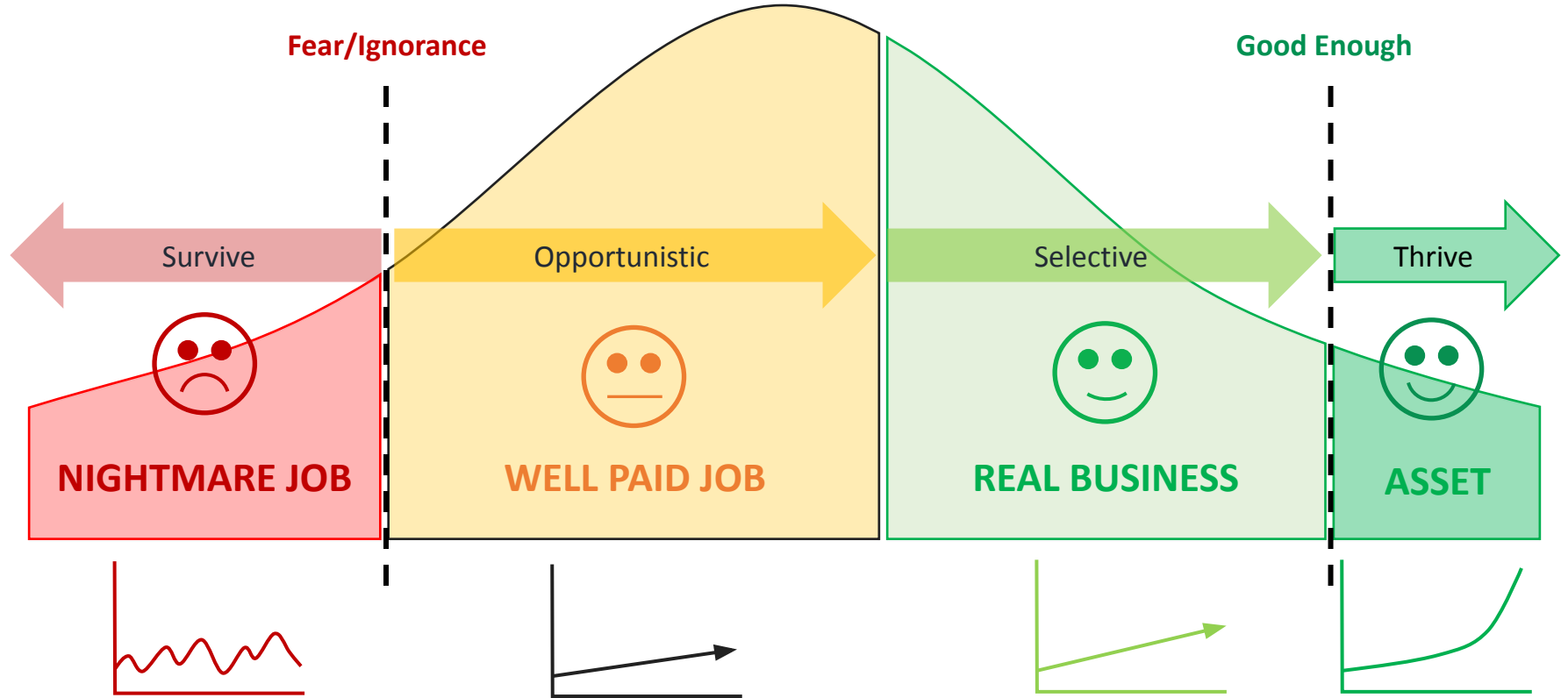


OUT EARN

~~OUT EARN~~

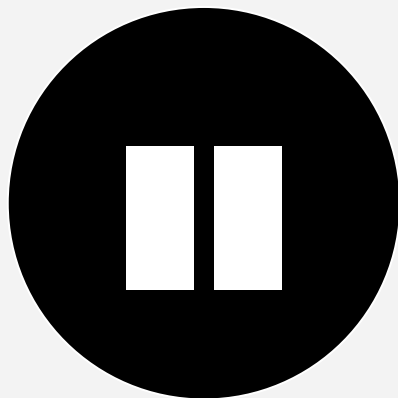
OUT

LEARN





SMC





Lots of effort but not sticking

The image shows the interior of a commercial airplane cabin. Rows of black leather seats are visible on both sides of a central aisle. The seats have a high backrest and a headrest. The aisle is carpeted in a light blue color. The overhead luggage bins are visible above the seats. The lighting is bright, and the overall atmosphere is clean and modern.

Costly to run if suboptimal

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Missing things that matter

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CLOSING
SALE 50% to
60% Off
CLEARANCE

**Business sustainability and
job security**

tinder

TM

***Better quality applicants
....aligned to clinic values***

SMC

A close-up view of a gelato counter with multiple metal trays. Each tray contains a different flavor of gelato, ranging from classic white to vibrant colors like red, yellow, and green. Some trays are topped with fresh fruit like strawberries, lemons, kiwi, and a whole coconut. Serving spoons with white handles are placed in each tray. A black banner with white text is overlaid on the center of the image.

**Choice! Feel the breath of
applicants**

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Better for patients

smc



~~IM~~POSSIBLE

More opportunities to help more people

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5

Hot Principles



Think of their needs



Create WOW!

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The first sale is to yourself

		How would a prospective GP rate us?	Action to improve
Culture	People		
	Systems		
	Environment		
Recruitment	Recruitment of doctors		
	Recruitment of patients		
	Recruitment of support team		
Revenue	Consulting		
	Non-Consulting		
	Finance		

Let's get to work!

Clinic information template

Name/ Address:

Website:

Social Media:

About us	(50 words max)
About our location	
About our Demographic (infographics/ data)	(50 words max)

***Build your clinic info
sheet***

Clinic information template

Why us? Values Unique points Potential for GP	
What we do? All services Potential services	
How we do it? Team Co-located services IT Finances	
What else?	
What next? Conversation/ Meeting	

***Build your clinic
info sheet***



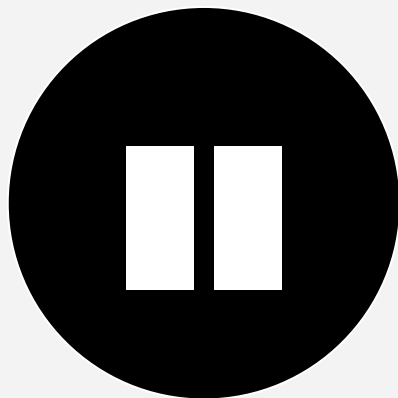
Know your crop and when to plant

A buffet table is set up in a room with large windows overlooking a green landscape. The table is covered with a dark blue cloth and features several food items. In the foreground, there are two large bowls of salad, one with orange and purple ingredients and another with green and red. To the right, a large platter of food includes sliced lemons, black olives, and red tomatoes. In the center, a large, round, multi-layered cake or dessert is displayed on a stand. To the left, a large bowl of deviled eggs is on a stand. Numerous small glass cups filled with fruit and other snacks are arranged on tall, tiered metal stands. A large, black, semi-transparent banner with white text is overlaid across the middle of the image. The text reads "Quantity Beats Quality". In the bottom right corner, the letters "SMC" are visible in a white, bold, sans-serif font.

Quantity Beats Quality

SMC

SMC

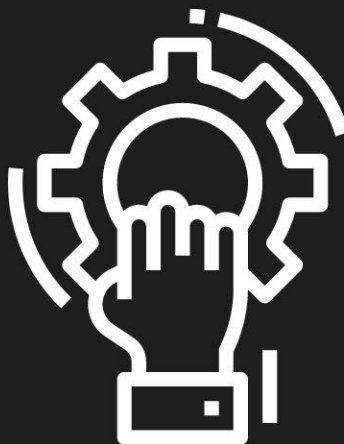


3



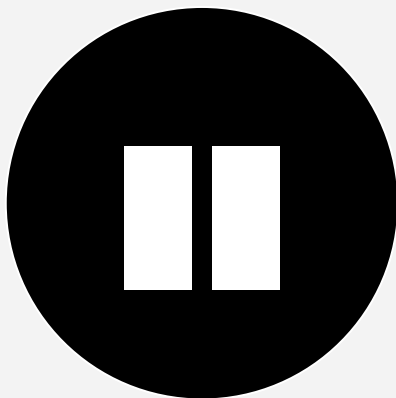
INSIGHTS

3



ACTIONS

SMC



5 Days to \$50K Challenge

Find \$50K Hidden in Your Clinic in 5 Days!



JOIN NOW

SMC
scale my
clinic



Are you ready
for more
freedom
from your
clinic?



 **Scan Here**
to get started

A close-up photograph of a bouquet of flowers. The bouquet includes several white daisies with bright yellow centers, clusters of small, vibrant yellow-green flowers, and large, deep magenta or purple flowers. A light brown, rectangular paper tag is attached to the bouquet with a green string. The tag has a circular hole on the left side and the words "Thank You!" written in a black, cursive script. The background is a soft, out-of-focus green.

*Thank
You!*