



# The GP Connector<sup>TM</sup>

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**

**Listen to the Scale My Clinic Podcast and Learn How You Could Create a More Significant Impact, get Your Time Back and Enjoy Improved Business Returns!**



**Subscribe to Scale My Clinic Podcast Channels**

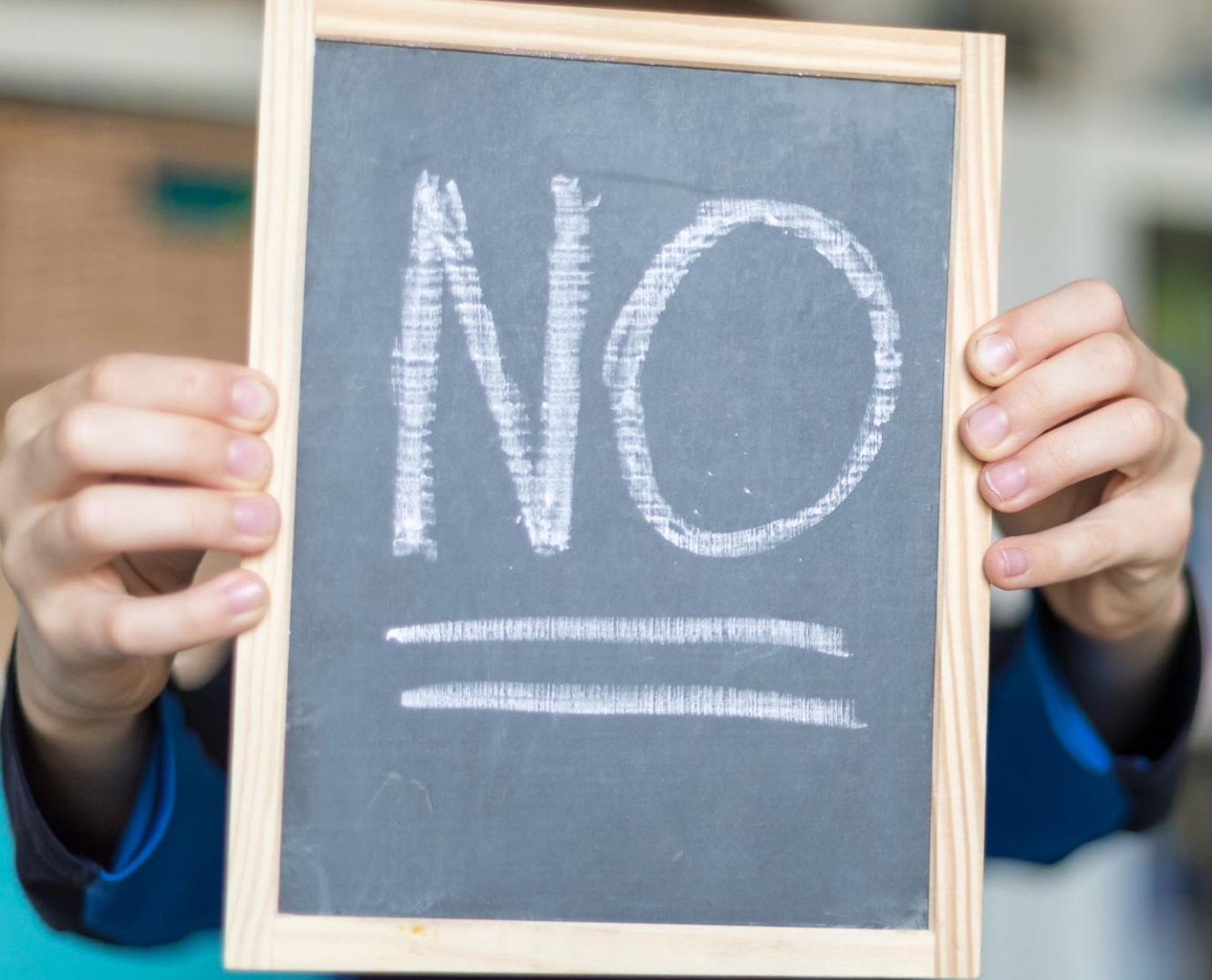




Why?

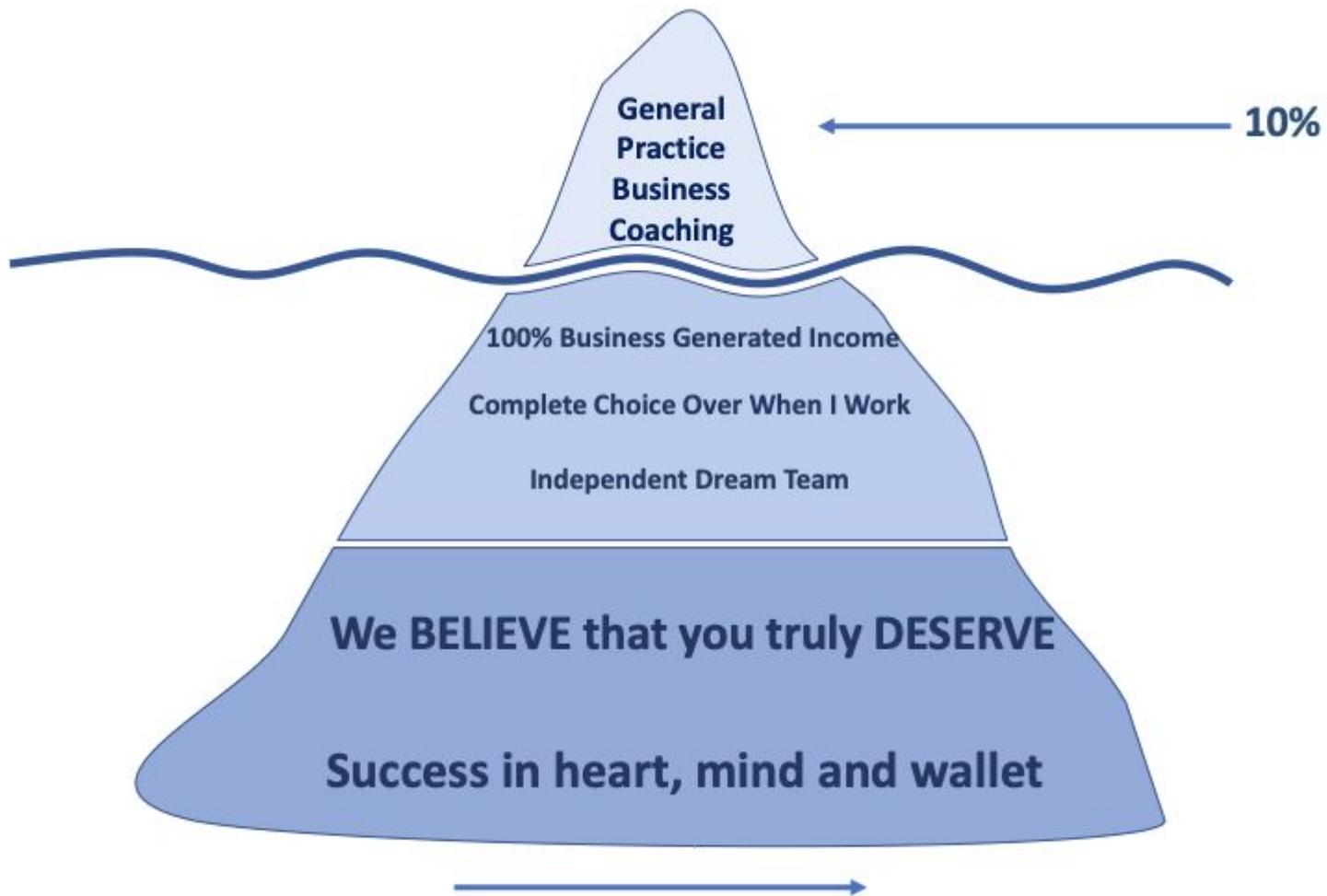


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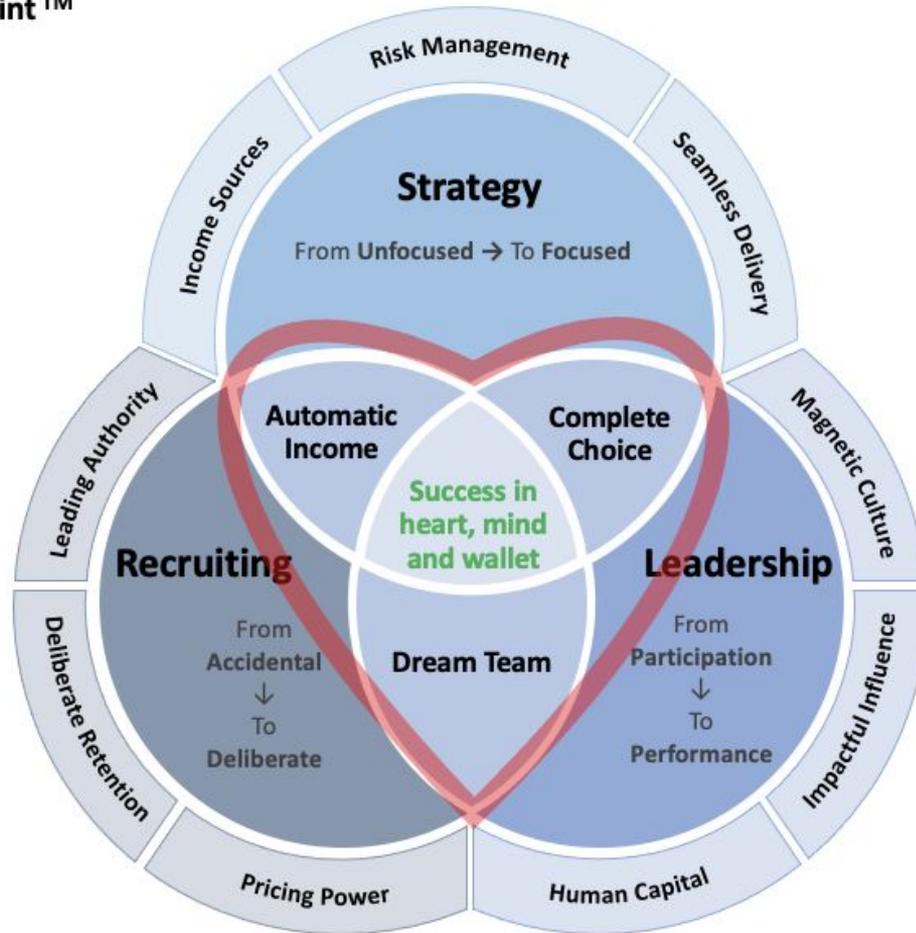




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# The Practice Success Blueprint™



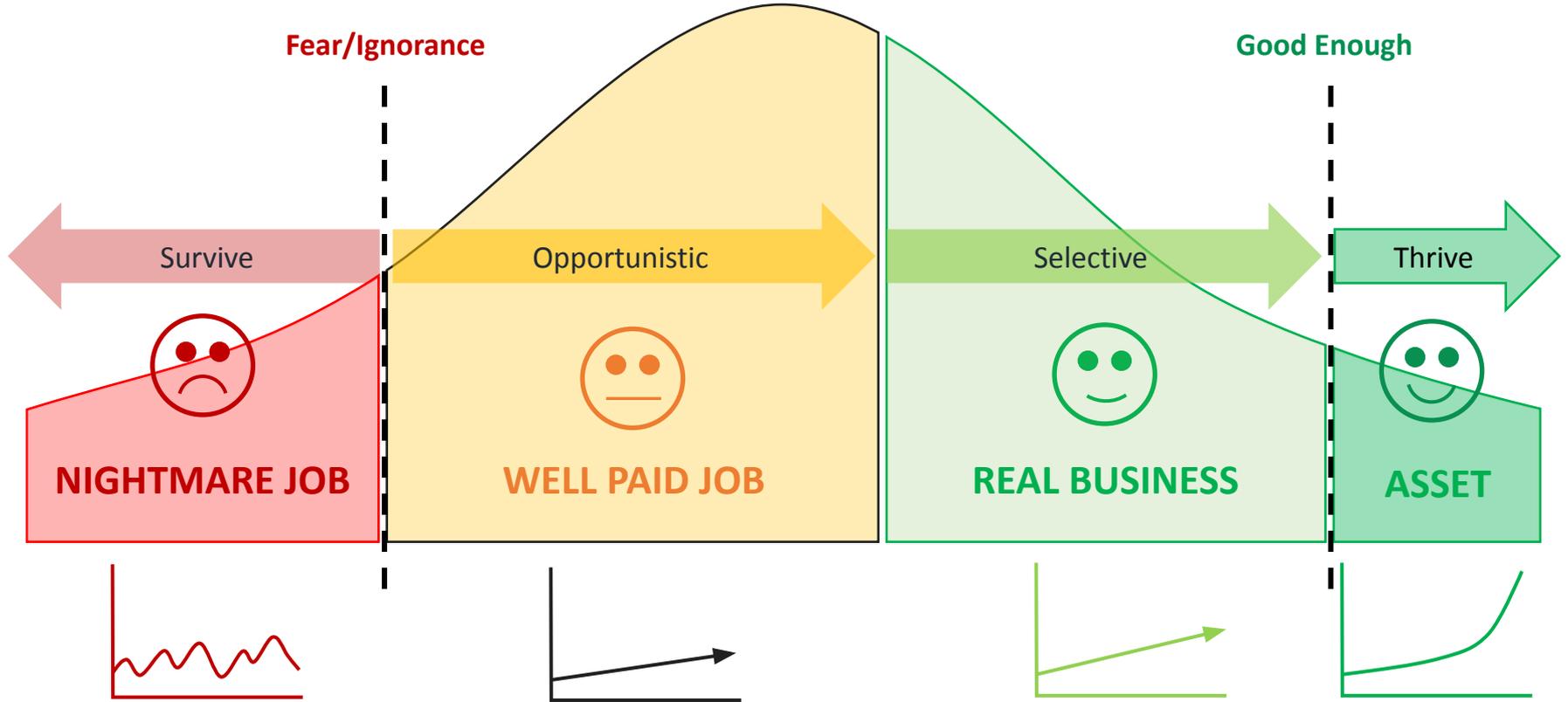
**OUT EARN**

**smc**

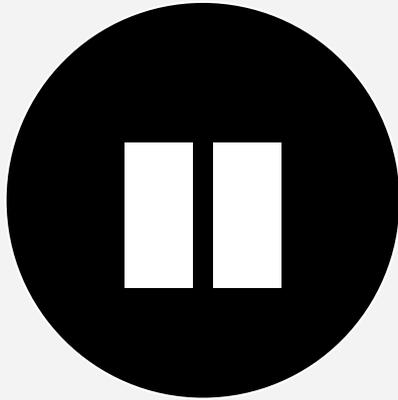
~~OUT EARN~~

OUT

LEARN







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**Lots of effort *but not sticking***

The image shows the interior of an airplane cabin, viewed from the front of the plane looking down a central aisle. The seats are dark blue or black leather with light-colored panels on the backrests. The aisle is carpeted in a light purple or blue color. The overhead luggage bins are visible above the seats. The lighting is bright, coming from the overhead lights and the windows on either side. A black banner with white text is overlaid across the lower part of the image.

***Costly to run if suboptimal***

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**Missing things that matter**

CLOSING 50% Off

SALE 60% Off

CLEARANCE

Clothing 50%  
SALE

**Business sustainability and  
job security**

tinder

TM

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

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A close-up view of a gelato counter with multiple metal trays. Each tray contains a different flavor of gelato, such as vanilla, chocolate, strawberry, lemon, and kiwi. The trays are arranged in rows, and each has a white-handled serving spoon. The background shows the stainless steel structure of the counter.

**Choice! Feel the breath of applicants**

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**Better for patients**



~~IMPOSSIBLE~~

**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:

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

***Build your clinic info sheet***



## Clinic information template

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

***Build your clinic  
info sheet***

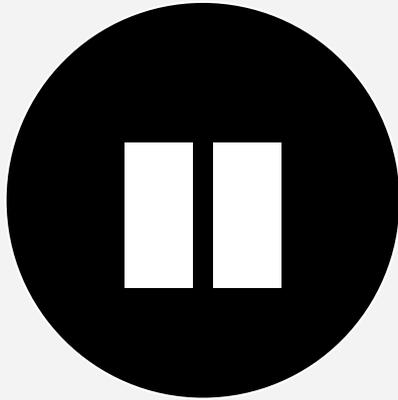


***Know your crop and when to plant***



**Quantity Beats Quality**

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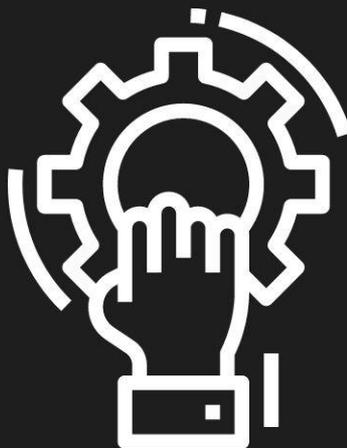
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3

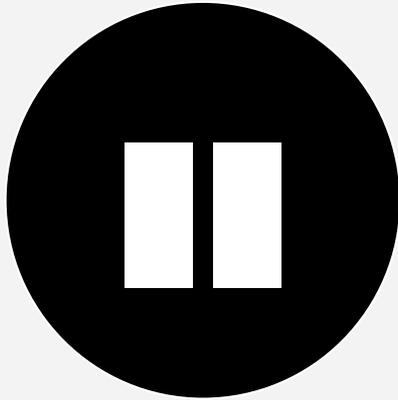


**INSIGHTS**

3



**ACTIONS**



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# 5 Days to \$50K Challenge

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



JOIN NOW



Are you ready  
for more  
*freedom*  
from your  
clinic?

**SMC** scale my clinic



 **Scan Here**  
to get started

A close-up photograph of a bouquet of flowers. The bouquet features several purple flowers, white daisies with yellow centers, and clusters of small yellow flowers. A light brown, rectangular 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 font.

Thank  
you!