

## Strategic Planning Points to Consider

Taking all areas of your practice into consideration while planning provides the greatest success. Below are some common categories that should be considered when exploring your practice goals and mapping your strategic plan.

Practice Area	Complete	Needs Work	Not Started
<b>HUMAN RESOURCES &amp; PROFESSIONAL DEVELOPMENT</b>			
Employee Engagement			
Professional Development			
Staff Recruiting & Engagement			
<b>MARKETING</b>			
Administration			
Database Contact			
Physician Referrals			
Internal Marketing			
External Marketing			
Community Outreach			
<b>DIGITAL STRATEGY</b>			
Website Design & Usability			
Website Content			
Search Engine Marketing & Optimization			
Reputation Management			
Social Media			
<b>FINANCE &amp; OPERATIONS</b>			
Mystery Shopping			
Clinical Operations			
Staff Efficiencies			
Provider Performance Measurement			
Regular Financial Reviews			