A decorative graphic on the left side of the slide. It features a large light green circle at the top left, a smaller medium green circle at the top center, and three green leaves of varying sizes and orientations. The leaves have detailed vein patterns. The overall theme is natural and growth-oriented.

# INM Residency Business Growth Project

Final Presentation Guide

# Business Growth Project

The goal of this project is for each resident to go through the important process of Reflection and Growth that is essential for any practice, within their host clinic.

The outcome of this project is much less important than the process itself.

The endpoint of this Project is a presentation of your experience, outcomes, and reflections.



# Project Timeline and Overview

## ★ Quarter 1: Reflection and Brainstorming

- Engage your mentor in what their goals are for the growth of their clinic. What are the biggest areas of growth? What data is there to support those conclusions? What would you, as the resident, like to cultivate as part of your growing practice? Let these dialogues lead you to identifying a clear growth area, and clear goal for your business project, and some ideas for the actual project.

## ★ Quarter 2: Planning and Clarifying; Beginning to Execute the Plan

- Once you have a general plan, it's time to clarify what you will do, and your timeline for doing it. Good plans will have multiple facets to them, likely with different or overlapping timelines. Make sure to identify what "success" looks like.

## ★ Quarter 3-6: Execution, Data Collection, Reflection, and Adjustments

- In the "middle year" of your residency, you should be engaged in executing the plan. Keep notes on outcomes, and keep an eye on any data measures that can help you to measure success. Reflect as you go, and don't be afraid to make changes as needed.

## ★ Quarter 7-8: Final Reflections, Wrap Up, and Presentation



# The Final Presentation



1. The Goal of the Presentation is to share with your peers your experience, warts and all.
2. **Presentations Should Include:**
  - a. Clinic Context, Initial Reflections and Identifying Growth Areas
  - b. Process of coming up with a plan
  - c. Deep Dive into your plan
  - d. Outcomes and Supporting Data
  - e. Reflections
    - i. Was it successful?
    - ii. Would you do something like this again?
    - iii. What did you learn from this experience?
3. Visual Component
4. 10-15 minutes would be reasonable time



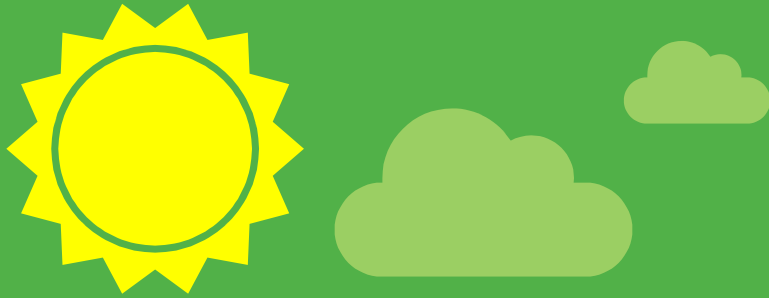
*“ Good Business people are always aware of where they are, and simultaneously where they want to be, and are constantly working to close that gap”*





## One Project Example

- Improving Clinic Email Marketing
  - Authentic
    - Clear connection to existing clinic operations and in line with clinic growth goals.
    - Not just jumping through a hoop
  - Appropriate Scope
    - The main focus of the residency is medical training. This project was both big enough to be a benefit to the host clinic and manageable enough to still focus on medical mentorship
  - Delivered Measurable Results
    - Grew email list from 300 to 3000 and improved patient interaction and views.
  - Massive Help to Host Clinic Operations



# Don't Let Perfect be the Enemy of Good

There is no “correct” project. The point is that you are doing something in a focused way to try to reach specific goals.



# Deadlines

## Wrap Up Project by June of 2nd year

You need to be at a “finished” point by the summer of your second year, so that you can put together a presentation that could be given as soon as July of your 2nd year.

More on that to come.

## Presentation Date July of 2nd year

The Presentation will be in a virtual meeting and recorded, to be shown at the AANP Conference by INM.





# Please Contact Laura or Jashar with Questions

We want to be a resource for you if you have questions, so please contact us if you need help.

[jashar@alpineintegratedmedicine.com](mailto:jashar@alpineintegratedmedicine.com)

[laura@naturemed.org](mailto:laura@naturemed.org)