



## Practice Self-Assessment



If answering a few questions can put you on the pathway to revenue growth - well, what are you waiting for?  
 Get your free marketing assessment by faxing this form to 866-263-6375 or email this form to  
 Danica@MDProfitSolutions.com. All information are kept confidential.

1. Do you invest in an internal and or external marketing program?  yes  no
2. Do you feel the amount you are spending is getting the return you expected?  yes  no
3. Are you consistently looking for new ideas to succeed?  yes  no
4. Do you feel your patient education skills and materials are effective?  yes  no
5. Are your patients sometimes lost in the shuffle because of staff weaknesses?  yes  no
6. Do you find it difficult to implement new ideas into your practice?  yes  no
7. Does your practice have a website?  yes  no www. \_\_\_\_\_
8. Do you keep a log of patient emails?  yes  no
9. Do you track information calls vs. consultations booked vs. treatments scheduled?  yes  no
10. How many patients do you see everyday?  5-10  10-20  20-30  30-40  40+
11. What percentage of your practice is aesthetic/cosmetic? \_\_\_\_\_% Medical \_\_\_\_\_% Aesthetic/Cosmetic
12. What are the three most popular aesthetic/cosmetic treatments performed in your practice?  
 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_
13. What is the estimate of your current monthly marketing budget?  
 \$0 - \$2,500  \$2,500 - \$5,000  \$5,000 - \$10,000  \$10,000 - \$15,000
14. Do you track the effectiveness of your advertising dollars?  yes  no
15. How would you rate your advertising success?  Not working  Poor  Average  Good  Successful

Name: \_\_\_\_\_ Specialty: \_\_\_\_\_  
 Practice Name: \_\_\_\_\_ Years in Practice: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_  
 Email: \_\_\_\_\_ Locations # \_\_\_\_\_ Practitioners # \_\_\_\_\_



MD Profit Solutions is dedicated to providing creative medical marketing and operational solutions to increase revenue and profit for your private practice. We specialize in promoting elective, cash procedures and services. With our personal and hands-on approach, we devise and implement a competitive strategy for the success of your business.

*Thank you for your answers.* | Please fax form to 866-263-6375 | [www.MDProfitSolutions.com](http://www.MDProfitSolutions.com)