

Thank You!





scale**myclinic**

Viable GP CoVax Delivery Models™



Join our free Facebook Group:

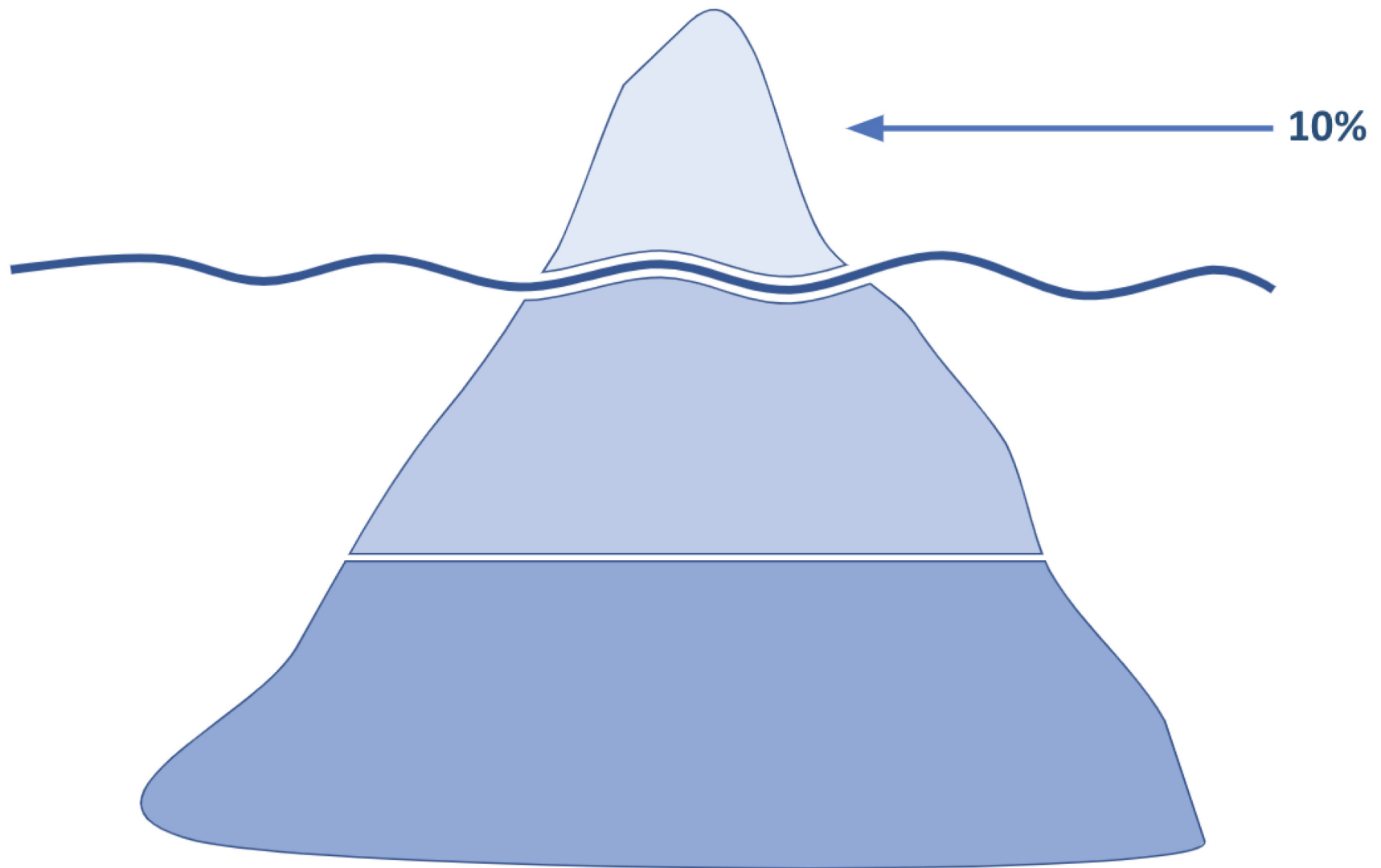
The Successful General Practice Owner

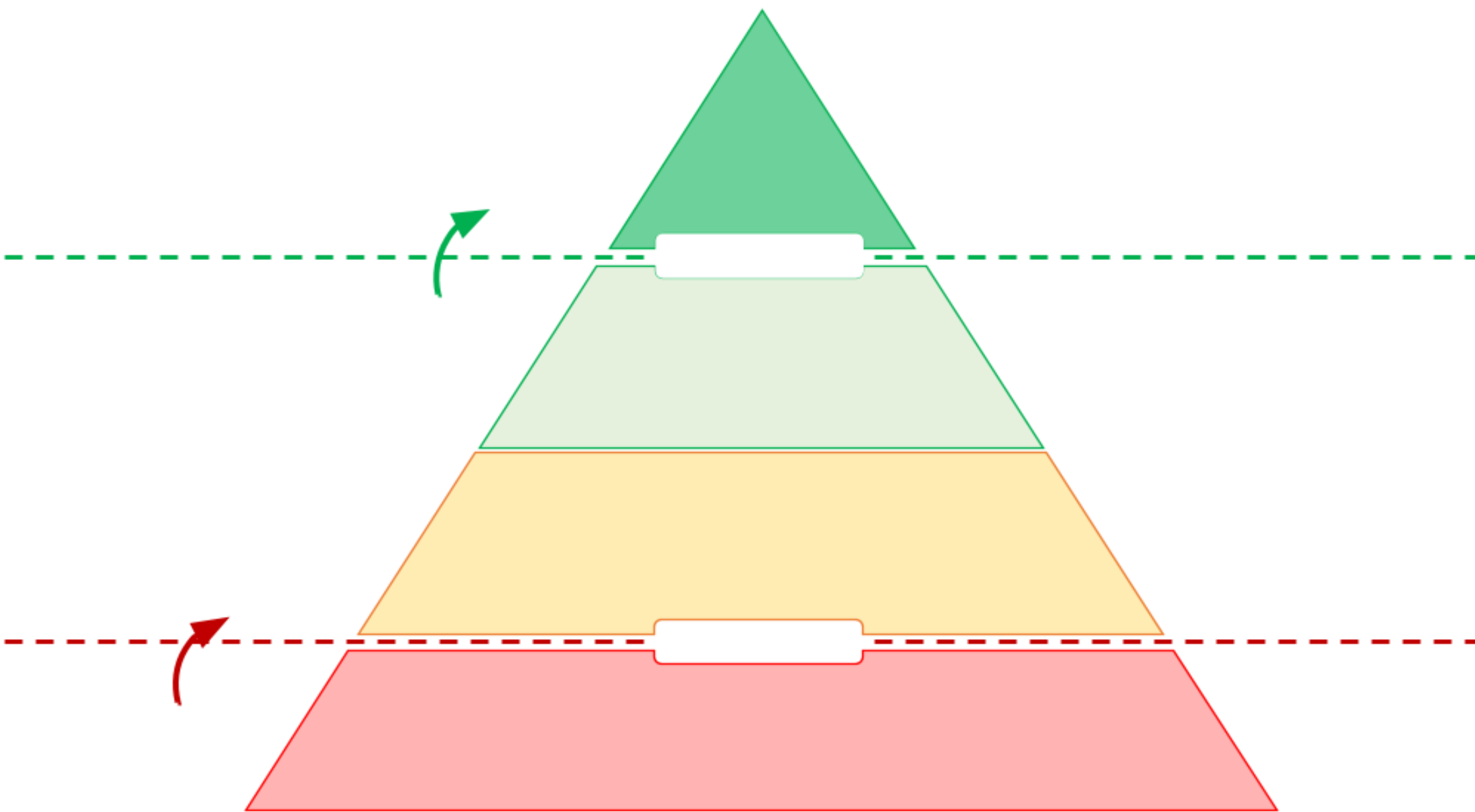
Success for me and My Clinic is...

1

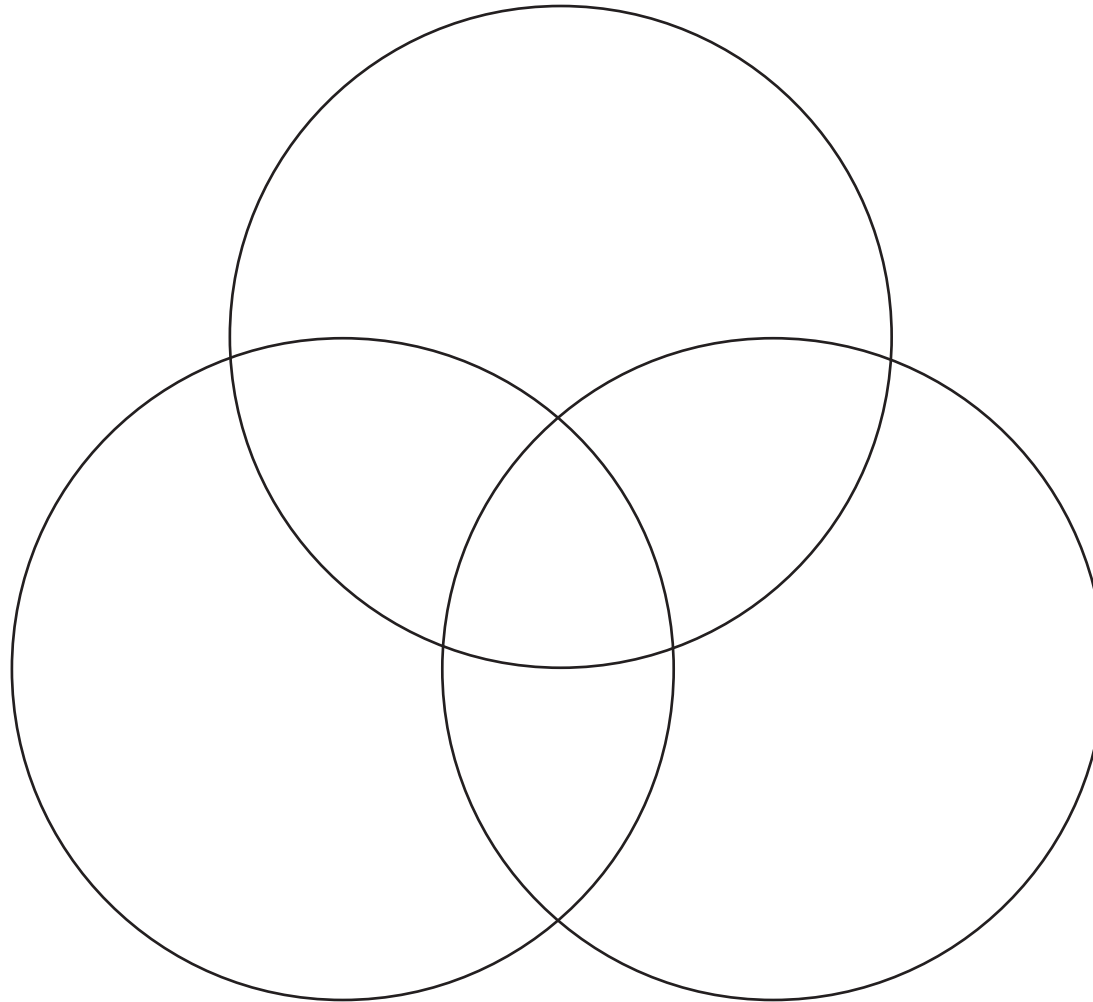
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3





The Practice Success Blueprint™ - Model



Orange Light Considerations

Notes

Notes

Notes

Chunk it Down

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Copy the Military



Start the Conversation Now



Get on Stage

<p><i>Now to Approval</i></p> <p>Who WHOLE DATABASE</p> <p>Do Subscribe to YT and/ or FB Channel + Share</p> <p>Message:</p>	<p><i>COVID Vaccine Approved</i></p> <p>Who WHOLE DATABASE</p> <p>Do Read vaccine information + Download App</p> <p>Message:</p>	<p><i>Between Approval And Roll Out</i></p> <p>Who WHOLE DATABASE</p> <p>Do Read vaccine information + Download App</p> <p>Message:</p>
<p><i>Roll Out By Selected Group</i></p> <p>Who BY PRIORITY GROUP</p> <p>(REPURPOSE FOR EACH GROUP)</p> <p>Do Book Via Online Portal/App + Consent note on appointment type</p> <p>Message:</p>	<p><i>COVID Vaccine Appt Reminder - (Day Prior)</i></p> <p>Who PATIENTS WITH AN COVID VACCINATION APPOINTMENT TOMORROW</p> <p>Do Wear a mask and appropriate clothing to the appointment plus be early to park</p> <p>Message:</p>	<p><i>Pre Arrival Reminder (Appointment Today)</i></p> <p>Who PATIENTS WITH AN APPOINTMENT TODAY</p> <p>Do Wear the right gear, a mask, and bring your medicare card. Get there 10 minutes early</p> <p>Message:</p>
<p><i>Post Vaccination (Same Day)</i></p> <p>Who PATIENTS WHO HAD A COVID VACCINATION TODAY</p> <p>Do Keep an eye out for side effects - refer a loved one to this clinic</p> <p>Message:</p>	<p><i>Fortnightly COVID Vaccination Clinic Updates</i></p> <p>Who EVERYONE ON CLINIC DATABASE (BY EMAIL)</p> <p>Do Read the update and subscribe to YT and/or Fb feed</p> <p>Message:</p>	<p><i>Blast messaging for spare COVID doses</i></p> <p>Who WHOLE DATABASE (CHILDREN OVER 12 & THOSE WHO HAVEN'T RECEIVED THE VACCINE)</p> <p>Do Book using the link and show up on time</p> <p>Message:</p>

The Communication Power Formula™

First, decide the outcome you desire for the recipient(s) of the communication. What do you want them to **think, feel** and **do** after receiving the communication?

Outcome for the audience:

What do you want your audience to think?	
What do you want your audience to feel?	
What do you want your audience to do?	

Using this information, then prepare your communication in the format below.

Once completed, review it and check that it comes across in a way that meets the outcome you set out above:

Why Is This Relevant To Them? What's In It For Them?	
What Is The Job That You Would Like To Be Done?	
How Will The Job You've Communicated Work?	
What Do You Request That The Audience Does Next?	

Once you are happy that the communication achieves the outcome you want for the audience in the format above, then cross-check with your personal values.

Mass Vaccination Done Well™

0

Mass Vaccination Needs to
be done fast and smooth for
impact.

Here's How:



MONEY MADE

MONEY SAVED





Comms Summary



Beg, Borrow, Buy, Steal



Selecting priority groups + fill the gaps

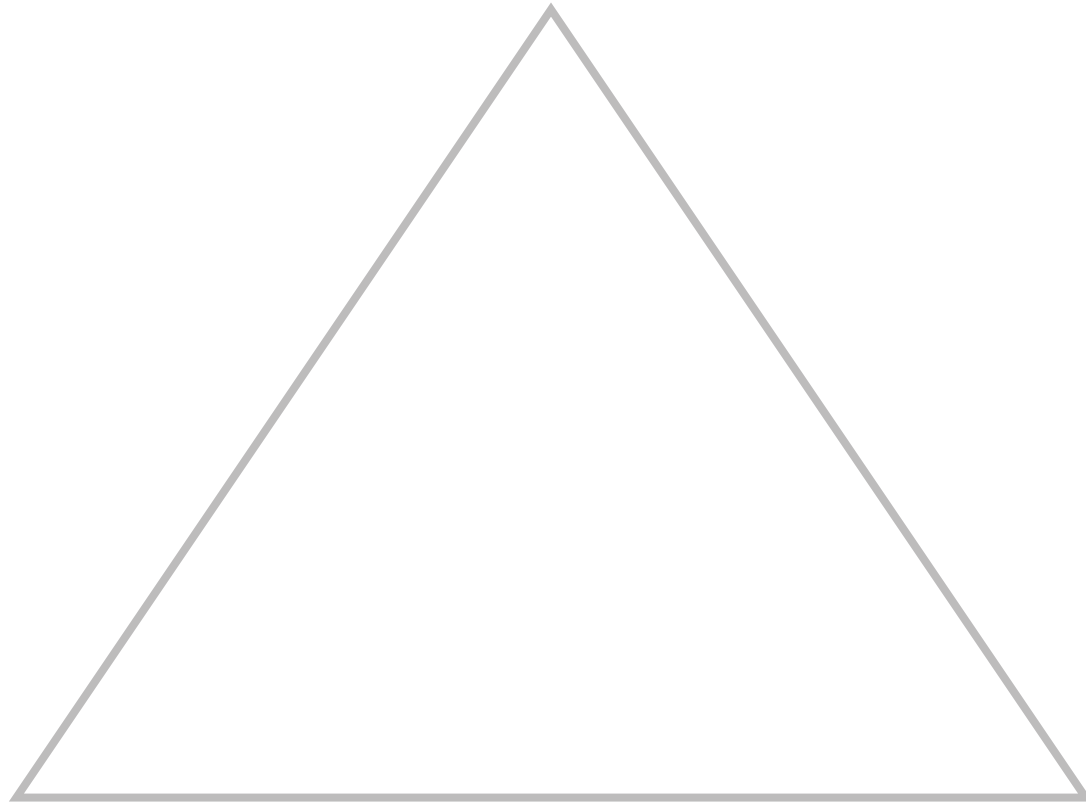


The Devil is in the Detail

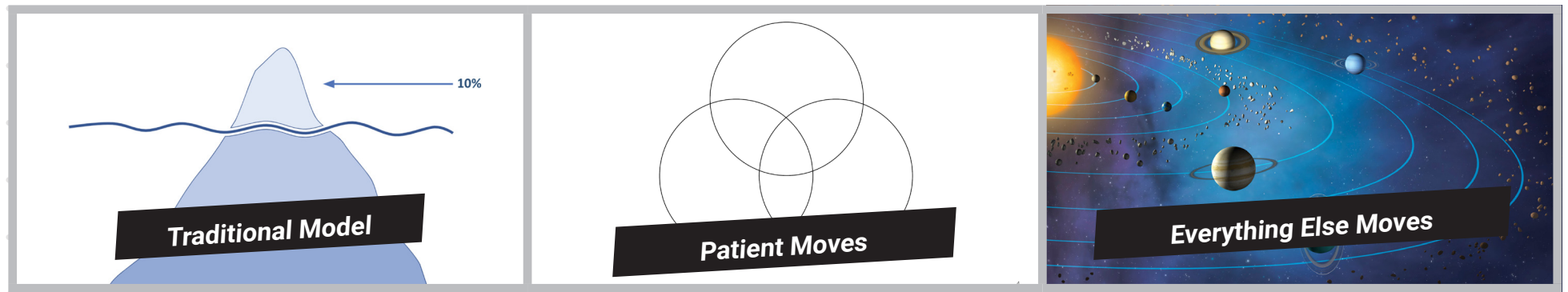


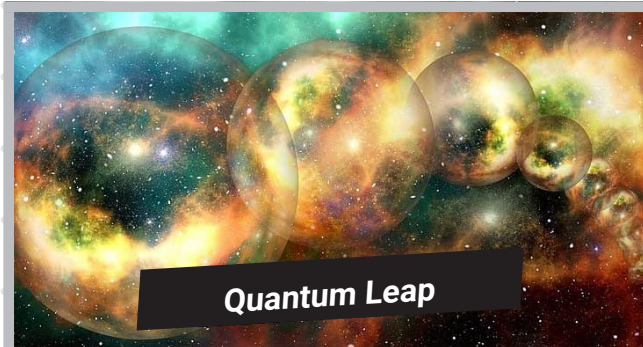
Human Power





	Traditional	Station	Grid	Other
Environment				
Technology				
Workforce				
Patients				
Other				







YES! Take me to Extended Content

THANK YOU