

Thank You!





scalemyclinic

**Viabale GP CoVax Delivery
Models™**



Join our free Facebook Group:

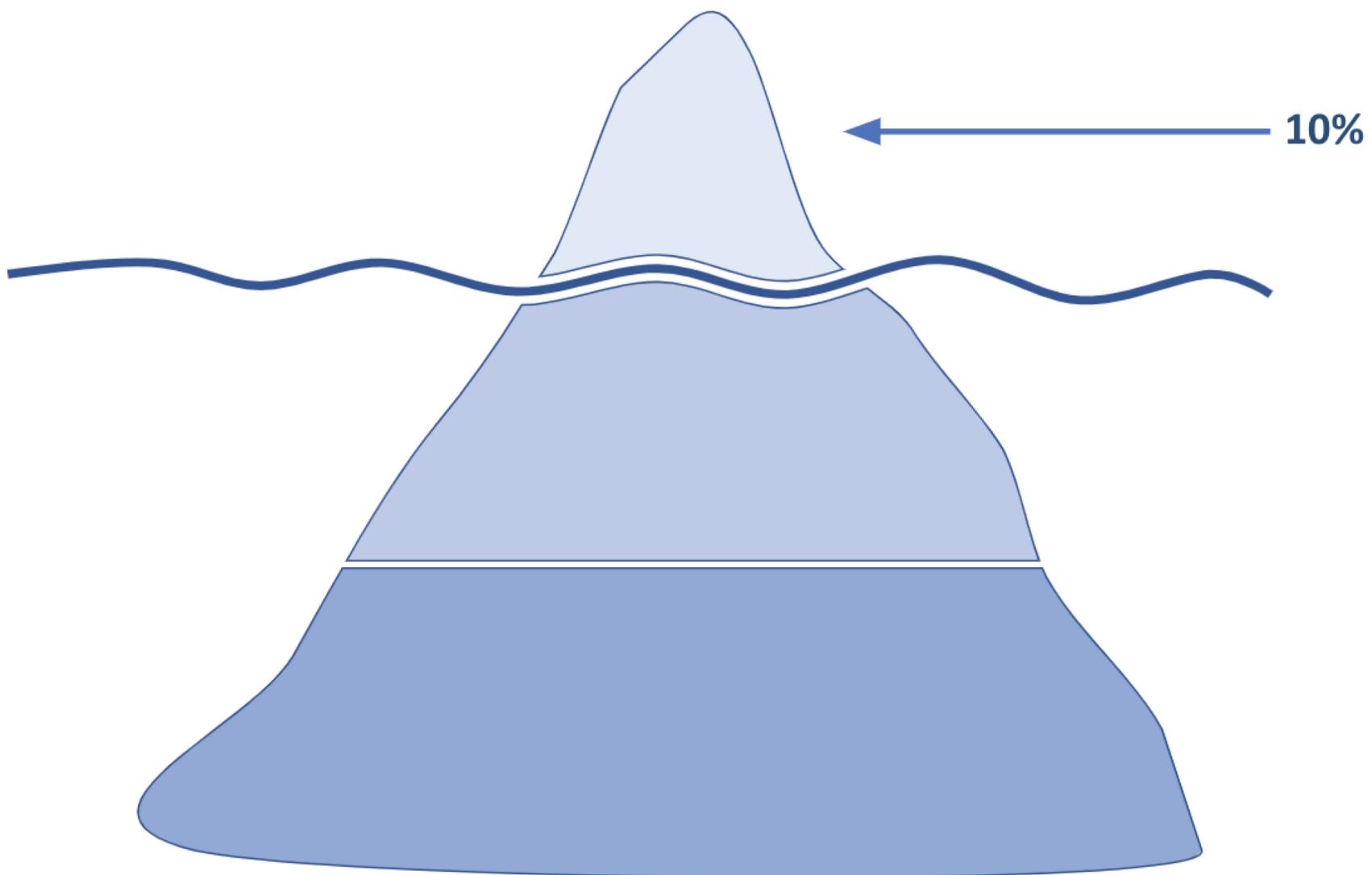
The Successful General Practice Owner

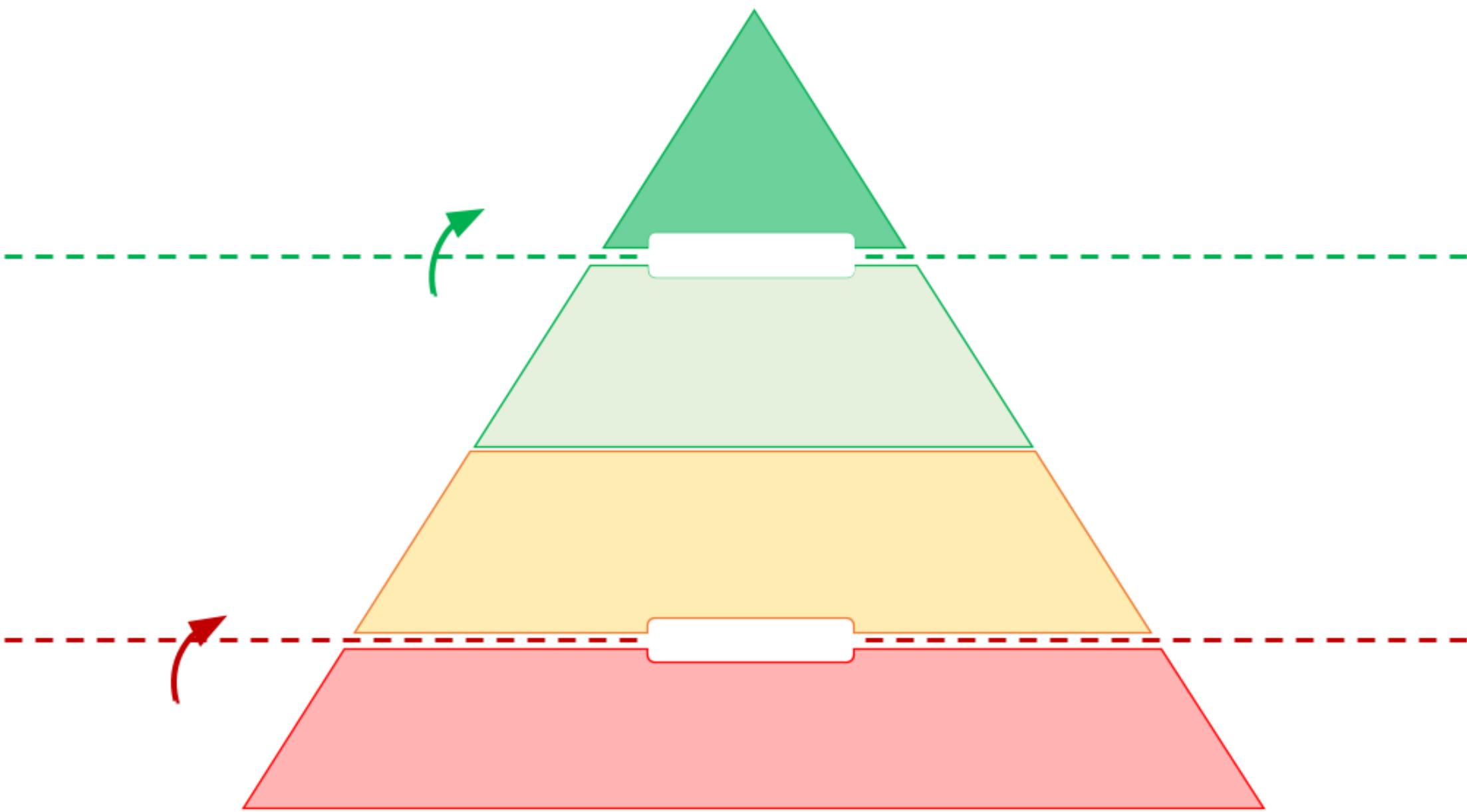
Success for me and My Clinic is...

1

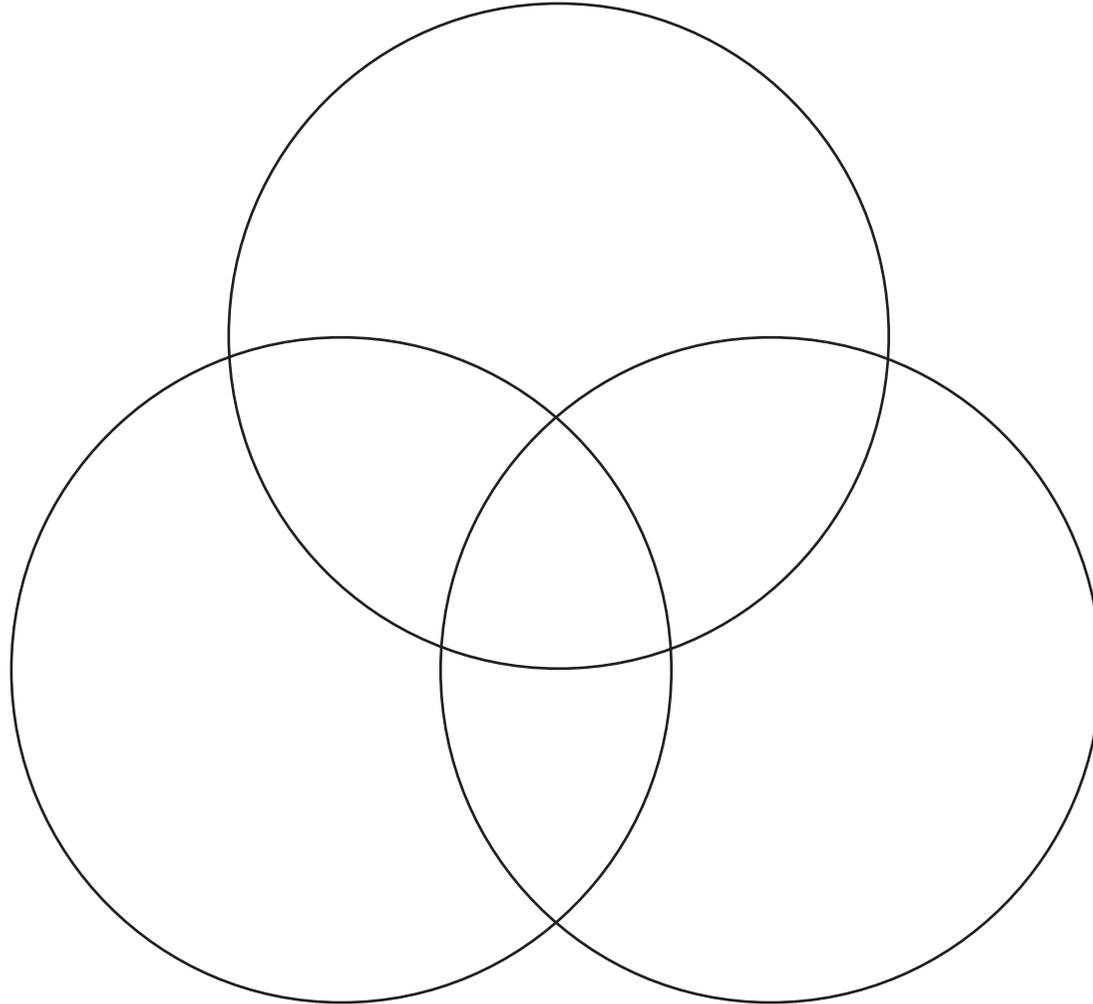
2

3





The Practice Success Blueprint™ - Model



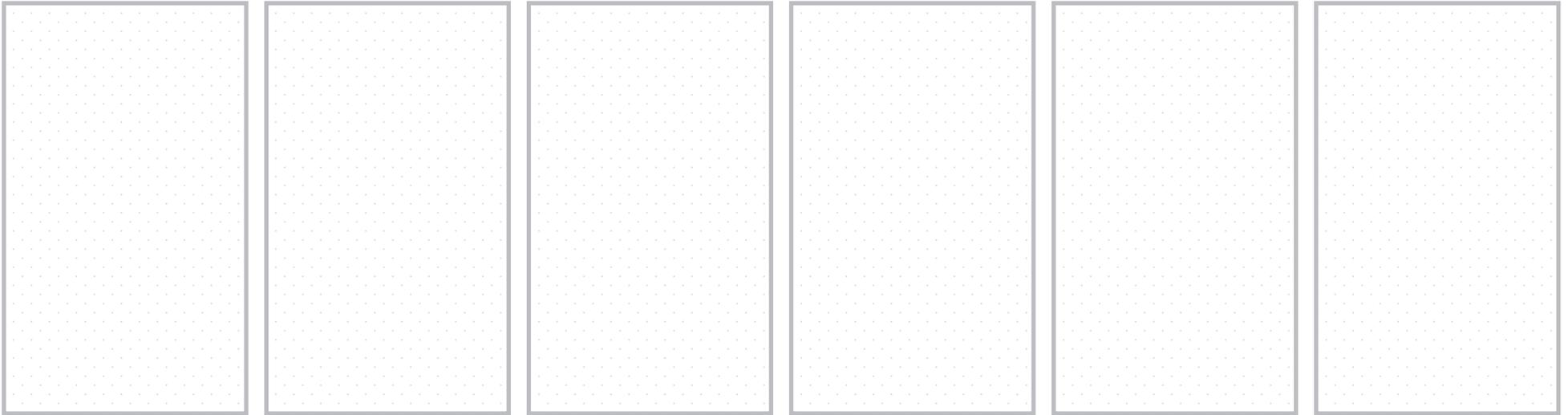
Orange Light Considerations

Notes

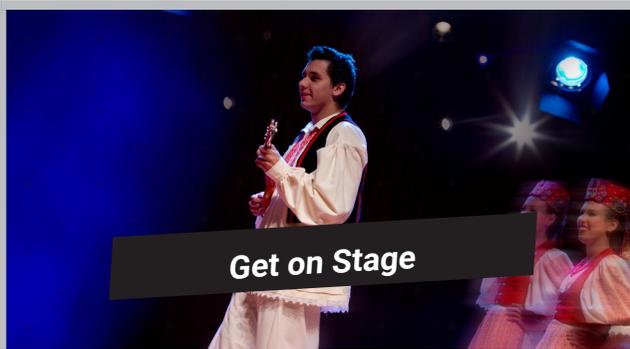
Notes

Notes

Chunk it Down



Six vertical rectangular boxes arranged horizontally, each containing a light gray dotted grid pattern. These boxes are intended for writing notes or chunking information.





Copy the Military



Start the Conversation Now



Get on Stage

<p>Now to Approval</p> <p>Who WHOLE DATABASE</p> <p>Do Subscribe to YT and/ or FB Channel + Share</p> <p>Message:</p>	<p>COVID Vaccine Approved</p> <p>Who WHOLE DATABASE</p> <p>Do Read vaccine information + Download App</p> <p>Message:</p>	<p>Between Approval And Roll Out</p> <p>Who WHOLE DATABASE</p> <p>Do Read vaccine information + Download App</p> <p>Message:</p>
<p>Roll Out By Selected Group</p> <p>Who BY PRIORITY GROUP (REPURPOSE FOR EACH GROUP)</p> <p>Do Book Via Online Portal/App + Consent note on appointment type</p> <p>Message:</p>	<p>COVID Vaccine Appt Reminder - (Day Prior)</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>Pre Arrival Reminder (Appointment Today)</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>Post Vaccination (Same Day)</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>Fortnightly COVID Vaccination Clinic Updates</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>Blast messaging for spare COVID doses</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™

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

Here's How:



MONEY MADE

MONEY SAVED





Comms Summary



Beg, Borrow, Buy, Steal



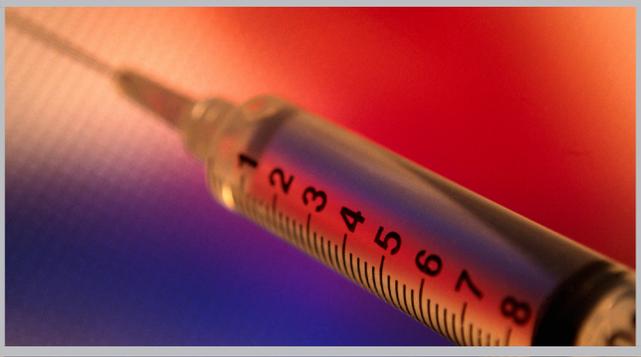
Selecting priority groups + fill the gaps

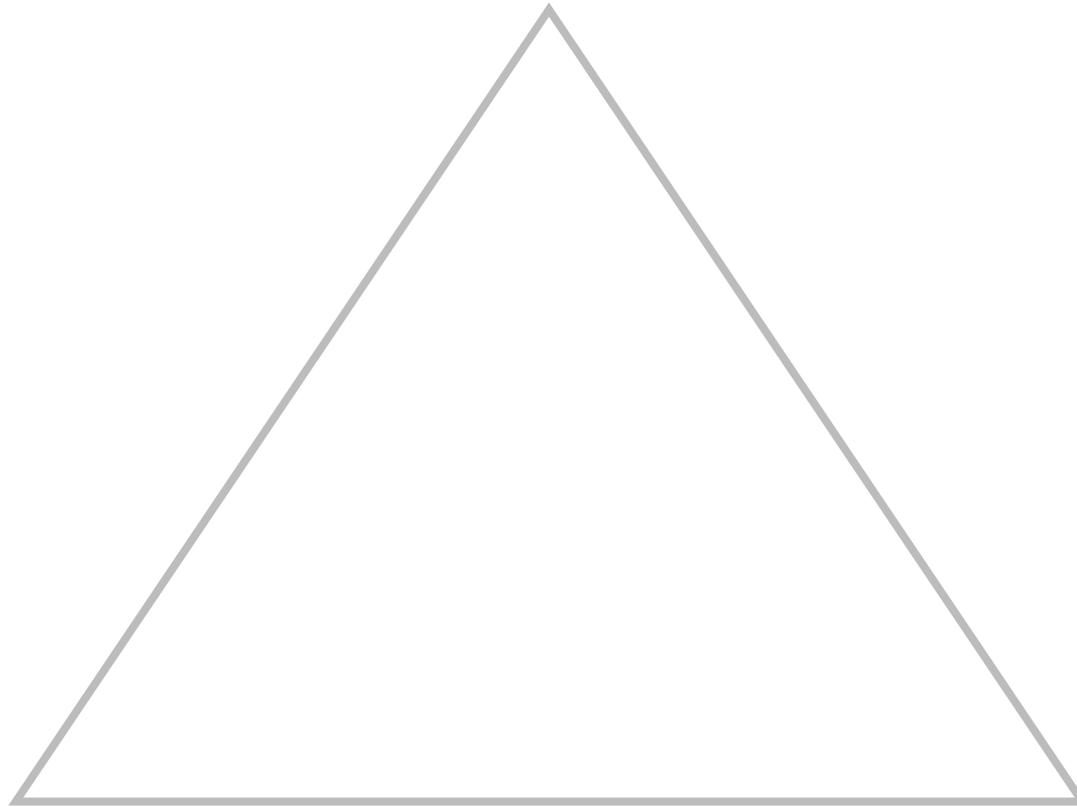


The Devil is in the Detail

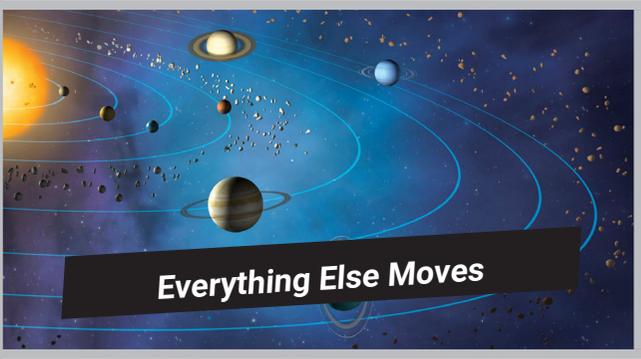
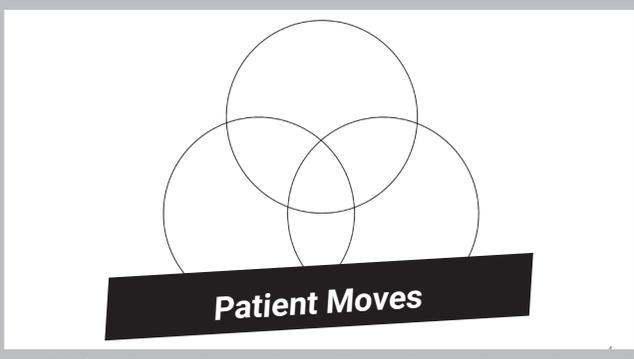
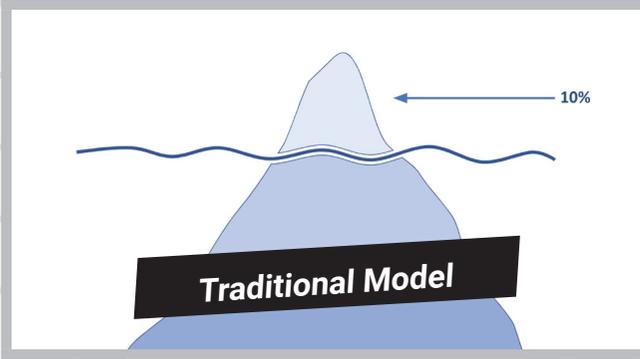


Human Power





	Traditional	Station	Grid	Other
Environment				
Technology				
Workforce				
Patients				
Other				

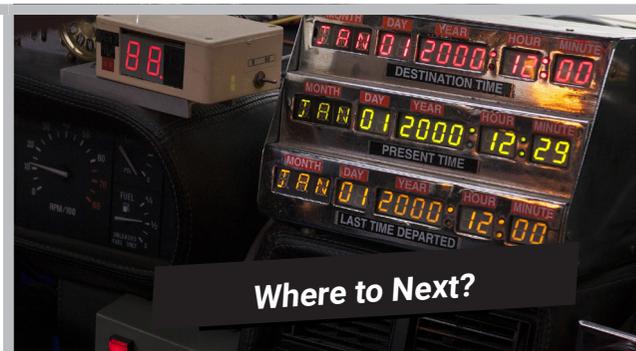




Quantum Leap



Unshackled



Where to Next?



YES! Take me to Extended Content

THANK YOU

A bright yellow speech bubble is centered on a solid blue background. The words "THANK YOU" are cut out of the bubble in a bold, sans-serif font, revealing the blue background behind the text. The bubble has rounded corners and a tail pointing towards the bottom right.