

 **HotDoc** | CPD WEBINAR

When Admin, Nurses & GPs Pull Together: The Alignment Moves That Change Everything



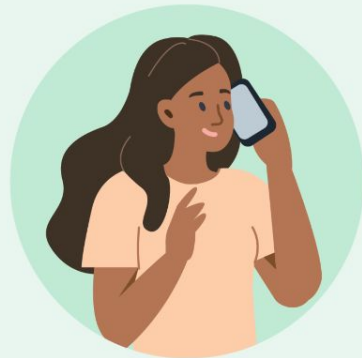
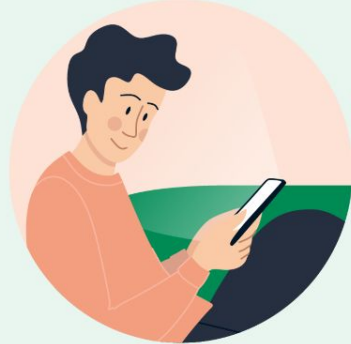
HOSTED BY
Dr Sachin Patel

SMC
scale my
clinic



Thursday 30th April
12:30pm AEST

Product Update 2026



Agnes So
CCPO
HotDoc



Nicole Humble
Senior Product Manger
HotDoc

Thursday 14th May
12:30pm AEST










Flu Clinic Kit 2026

In the spirit of reconciliation, HotDoc acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community.

We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.



Housekeeping

-  This session is being recorded & will be sent to you 4-6 hours after this session has concluded along with the resources.
-  Use the Q&A tool on your screen to submit a questions through the session & we will address at the end.
-  In the “related content” you’ll find our further feedback form.
-  Your certificate of attendance will be accessible at the 40 min mark, you can access via the  certificate icon on your console.
-  Have a play around with the console/ icons on your screen for an interactive experience.
-  Please take some time to complete our feedback survey to let us know what you thought of today’s session.



When Admin, Nurses and GPs Pull Together™

The Alignment Moves That Change Everything

The Problem?

Is It?



Frustration?



Stuck?



Overwhelm?

Outcomes

Today - You'll be clear on what's possible when all the people in your Practice are aligned.

Beyond Today:



More Time



More Profit



Less Overwhelm



2022



2023



2024



2025



SMC

The Practice Success Blueprint™



Subscribe to Our YouTube Channel

@scalemyclinic

You Tube



Join Our World

SMC

The background of the image is a dynamic, abstract composition of flowing, liquid-like shapes in shades of orange, yellow, and red. These shapes resemble flames or molten lava, with bright highlights and deep shadows that create a sense of movement and heat. The overall effect is one of intense energy and warmth.

3

Hot Principles



Nail Value Drivers

Appointment fees/types



Mental health & chronic condition care plans are based on time (see below).

Standard hours (In person, phone and video available):

Appointment Type

Fees

Up To 15 Minutes

\$120

15 - 20 Minutes

\$160

20-30 Minutes

\$240

30 - 45 Minutes

\$360

45 - 60 Minutes

\$480

After hours (before 8am & after 6pm, Saturdays and Sundays):

Appointment Type

Fees

Up To 15 Minutes

\$140

15 - 20 Minutes

\$190

20 - 30 Minutes

\$280

30 - 45 Minutes

\$420

45 - 60 Minutes

\$560

Drs E & M



Doubled space 4 to 8 rooms



Halved rent



Applied premium pricing



Filled consultation rooms by attracting the right GPs



Expanded to 2 sites



Difference over 5 years - \$1.8m



The GP Recruitment Funnel™

SMC

PLAN

Identify Need



Craft Copy



Choose Platform



RUN

Run Ad Copy



Manage Enquiries



Run Meetings



CONVERT

Negotiate Offer



Sign SFA



Set Orientation Date




Dr D and J

BEFORE

- ✗ 6-week waitlist for any appointment.
- ✗ Chronic GP recruitment and retention issues.
- ✗ Recruitment based on the “ideal GP” myth.
- ✗ Owner-doctor led recruitment.
- ✗ Systems built around individual doctor preferences.
- ✗ 7 owners with limited alignment.
- ✗ Practice seen mainly as a place to work.
- ✗ Turnover around \$8M - 10M.
- ✗ Annual profit around \$120K.
- ✗ Recruitment done when there was a vacancy.

AFTER

- ✓ Continuous recruitment pipeline.
- ✓ 25-30 doctors across the business.
- ✓ Recruitment based on realistic avatars (roots here or no roots).
- ✓ Relationship-driven recruitment led by recruitment.
- ✓ Increasingly standardised, scalable processes.
- ✓ Clear strategy, shared direction and accountability.
- ✓ Practice is built as a valuable business asset.
- ✓ Turnover around \$18M (target \$20M)
- ✓ Profit roughly ~10X higher.
- ✓ Recruitment now never stops




Top Grade Your Team

SMC

Practice B (Dr T)


CULTURAL & OPERATIONAL SHIFTS


 Better culture


 Full private billing transition

 Chronic disease more than tripled

FIANANCIAL GROWTH & TIMELINE

 Profits from \$600k > \$1.6m

 Valuation from \$3.3m > \$9.6m

 3 year journey

On Wed, 26 Mar 2025 at 09:46, [REDACTED]

Dear Todd and Sachin,

Thanks for having me back to do the 5-50-5 as an audit!

We withdrew from the SMC program at the end of 2024 but just wanted to say a special thank you to each of you personally for everything over the past 3 years. Being part of the SMC project X and Boardroom has been an amazing journey for me and for the team!

I had thought the business was pretty efficient before commencing, but we have made great gains with culture, cost savings and profitability, and are now a happier and organisationally healthier team. So, I've learned a great deal and we have grown in ways I never expected.

Your support and the insights you have shared have absolutely made a difference in both business and mindset. I especially loved quick wins (like surcharge mastery and finding unclaimed items). And of course the move to private billing and ongoing challenge of CDM – still a journey we tackle on a weekly basis!

The connections I've made through the program have been fantastic too. It very powerful to hear that others have the same problems and to then learn of their solutions and adapt these.

As you know we are moving forward with sale of the practices. Todd your advice in this regard has proven absolutely invaluable!! I have followed up your suggested contacts. We are progressing well and I hope to have a sale of shares agreement wrapped up by the end of financial year.

While I'm still in the non-corporate world, I look forward to joining sessions you have for the broader GP community, such as the bulk billing update.



You guys are the real heroes in the private GP world!!

Warm regards

The logo for SMC (Specialist Medical Centre) is located in the bottom right corner. It consists of the letters 'SMC' in a bold, white, sans-serif font, with the 'S' and 'M' being significantly larger than the 'C'. The logo is set against a dark purple background.



WED 22:56

Amazing  Very happy indeed. I had been feeling relaxed for some time as it was clear they were very professional operators and keen to do the deal.  though would bring me back to earth saying it's wasn't done until the money was in the bank!

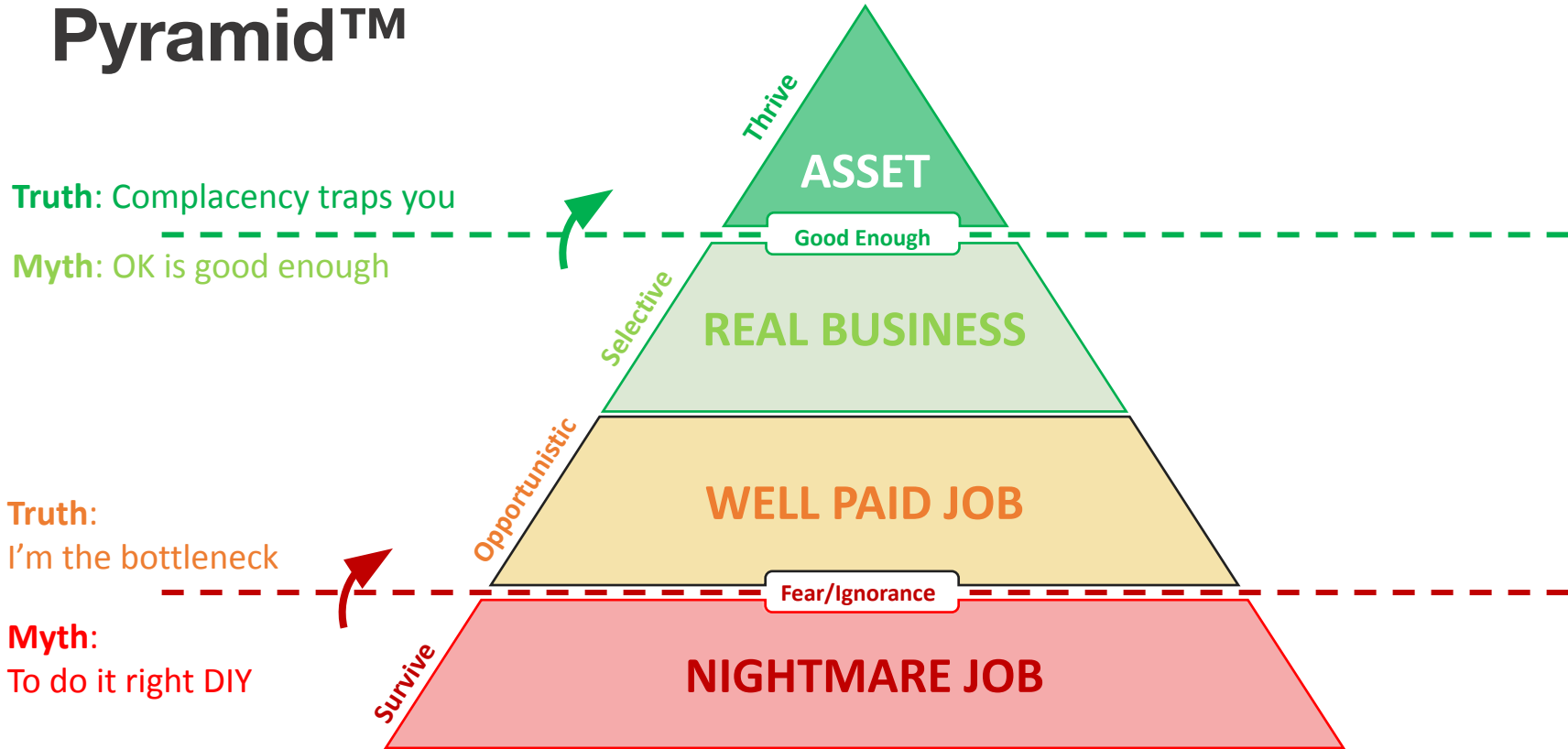
We were cruising the Danube when it went through- champagne every night .

Just back at work now and keen to help make it an ongoing success, however the shift in mindset is that retirement planning feels real rather than a book exercise.

Again I'm so very grateful for the support you have provided throughout. Really good to know a trusted colleague can be approached for confidential advice. Your talking me through the process right at the beginning was powerful. The practice information " deck" was a great help in getting parties interested. I must say due diligence was only the start of a great deal of work - admin, nitty gritty, contractual, legal accounting - well beyond what I had imagined. Fabulous to have all that in the rear view mirror.



Practice Success Pyramid™



The Practice Success Blueprint™

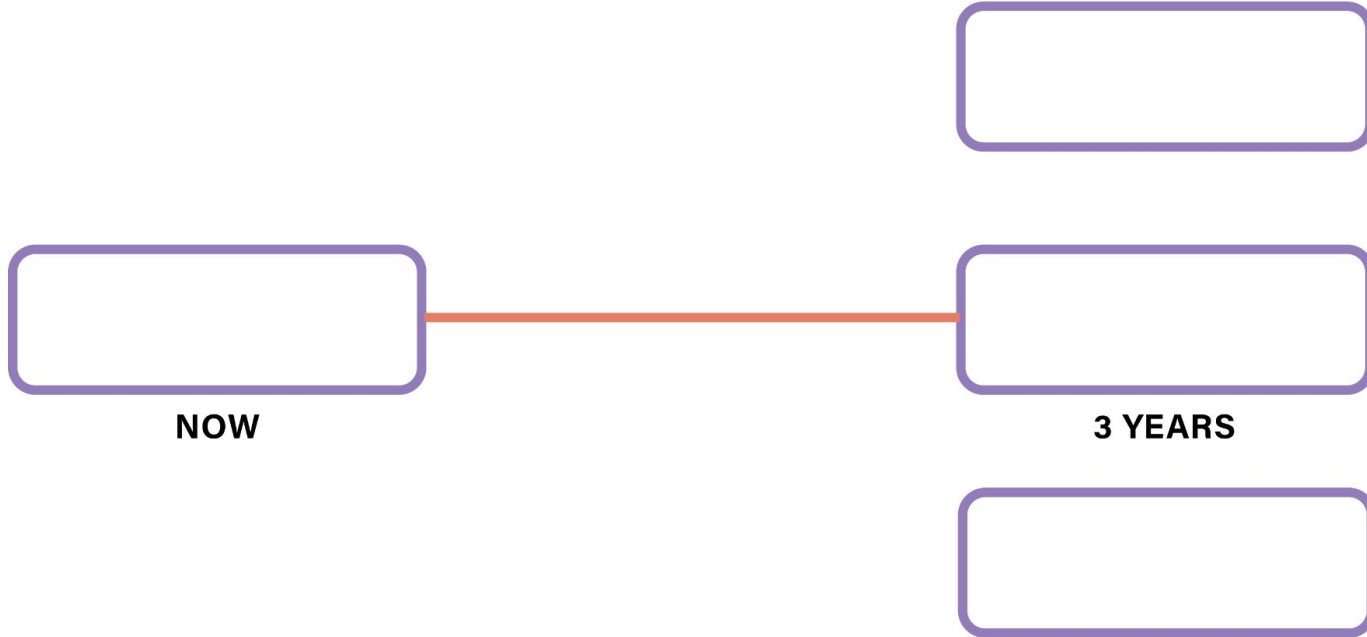




Three Futures

SMC

The 3 Futures™



NOW

3 YEARS

Subscribe to Our YouTube Channel

@scalemyclinic

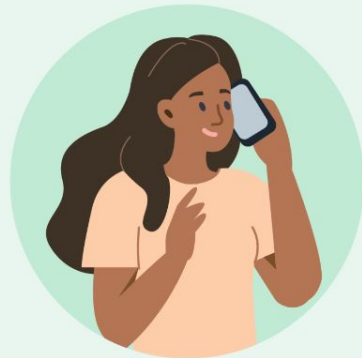
You Tube



Join Our World

SMC

Product Update 2026



Agnes So
CCPO
HotDoc



Nicole Humble
Senior Product Manger
HotDoc

Thursday 14th May
12:30pm AEST



Flu Clinic Kit 2026

Have a Question?



Thank You!

