



STRATEGIC PLANNING WORKSHEET

Please fill out the form below with your information. The answers provided in this exercise is designed to give you all the information and copy you will need to build, launch, and maintain a biologics based website and social media content.

Many physicians prefer to read and dictate the questions and answers into a voice recorder then transcribe later.

YOUR INFORMATION AS YOU WANT IT TO APPEAR

Name:

Company:

Phone:

Email:

PHYSICAL ADDRESS

Street:

City:

State:

Zip:

DOMAIN REGISTRATION INFO

Do you currently have a website?

If yes, what is the URL?

Do you operate the site? Is it Outsourced? Do you know who edits website? Do you need better communication with your web developer?

Are you willing/able to change who operates your website?

Where did you register your name?

If no, what do you want to name your URL (www.mycompany.com)?

WHAT ARE SOME OF YOUR Search Engine Optimization (SEO) GOALS? (i.e. Google placement, expand keywords, local saturation, etc.)

KEYWORDS. Please provide us with 8 – 10 keyword phrases YOU WANT TO BE FOUND FOR and would like to score under. This could be Regenerative Medicine Therapy, PRP, Platelet Therapy, Non Surgical Knee Treatment, Biologic Therapy, Stem Cell therapy, Non-Surgical Orthopedics, etc. (please separate your entries with commas):

PLEASE EXPLAIN YOUR MISSION STATEMENT AS A DOCTOR OR PRACTICE?

PLEASE LIST YOUR EDUCATIONAL ACHIEVEMENTS, ASSOCIATIONS INVOLVED WITH, FELLOWSHIPS, COMMUNITY INVOLVMENT, ETC.

PLEASE LIST YOUR SPECIALTIES, EXPERTISE OFFERED AT YOUR PRACTICE (Voice recording is helpful with this)

Include any information you would offer a patient during a thorough face to face initial consultation for treatments pertaining to:

1. Knee
2. Hip
3. Shoulder
4. Spine
5. Hand & Wrist
6. Foot & Ankle
7. Elbow
8. ANY OTHER AREA OR TREATMENTS YOU WANT TO INCLUDE

PICTURES Please provide some pictures OF your business and any other pertinent pictures. You can't have too many pictures

PRODUCT/PAGE SPECIFICS Please list or copy links of products, services, or other business specialties you have or carry. Brand Names, product types, anything you want to specialize in or be the goto physician for.

Regenerative Medicine Therapies Please describe how **YOU** feel on these topics and if it has a place in your practice, why? These answers also make good video interview questions.

1. Stem Cell Therapy (bone marrow, adipose)
2. Platelet Rich Plasma (leukocyte Rich PRP, Leukocyte Poor PRP)
3. Amniotic Tissue/Fluid
4. Other Modalities

Testimonials/Patient Outcomes Do you currently have any? Written or Video? If not, start getting some NOW!

Backed By Research What education, studies, workshops, teachers, mentors have you attended/completed/learned from and how that has brought you to offering regenerative medicine to your community?

1. Do you have any pertinent studies related to your specialty in electronic form? List or provide articles links to any study(s) you would want your community to learn from.
2. History of cellular therapies. How has this shaped you to offer your community a biologic program?

Our Information On website Do you currently offer practice information?

1. Doctor info
 - a. Philosophy of treating patients
 - b. Education and Training
 - c. Blog

2. Staff
 - a. Happy people to help you get better and answer questions
 - b. Staff Names and Titles

3. Office
 - a. Location
 - b. Hours

4. Contact Info
 - a. Phone
 - b. Email
 - c. Social Media

5. Newsletter/Patient Info Email
 - a. Person gives their own email to receive info, specials, discounts, news, priority scheduling, etc. by an automated email responder?

Determine the type of Patients you want to treat . Find their HAVE, FEEL, AVG DAY, STATUS motivation

(PRP, Stem Cells, Adipose, Amniotic tissue, A2M, etc) you may be offering to your market. People don't want to buy these products, they want to buy the outcome these products provide. How will your expertise in biologics move your potential patient from a before state to a desired after state. In your patients histories, you have probably heard some reason like these below as to why a patient is coming to see you. If you can have these stories told to your potential patients, they may also "connect" with treated patient due to their HAVE, FEEL, AVG DAY, STATUS

1. What does your potential patient **HAVE** in the "Before" state? *What pain/injury/ailments do your potential patients currently suffer from?*

2. What does your potential patient **HAVE** in the “After” state? *Relief of pain/injury/ailments mobility, freedom*
3. How does your potential patient **FEEL** in the “Before” state? *Do they have loss of hope, failures in other treatments, prolonged pain?*
4. How does your potential patient **FEEL** in the “After” state? *Regained health and activity, relief of pain, accelerated healing,*
5. What is an **AVERAGE DAY** like for your potential patient in the “Before” state? *What they can’t do in your community?*
6. What is an **AVERAGE DAY** like for your potential patient in the “After” state? *What they will do in your community?*
7. What is your potential patient’s **STATUS** in the “Before” state? *Paralysis by analysis, loss of activity and/or associations?*
8. What is your potential patient’s **STATUS** in the “After” state? *Regained or exceeded prior levels?*

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