

A Practical Guide for Doctors Launching Their First Specialist Practice

Start your practice with confidence

Starting your first private specialist practice can feel overwhelming — from setting up systems to organizing staff and marketing your services.

With years of experience managing a specialist practice, I've created this guide to give you **practical tips and tools** to simplify the early stages and help your practice run smoothly.

1. Planning Your Practice

- **Decide on services offered:** Focus on your specialty and patient needs.
 - **Choose location wisely:** Accessibility and convenience matter for patients.
 - **Set clear goals:** Define short-term and long-term objectives for your practice.
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2. Operations Made Simple

- **Practice Management System (PMS):** Choose a system that streamlines bookings, patient records, and billing.
 - **Workflow tips:** Outline daily/weekly tasks to keep things organized.
 - **Staff setup:** Define roles and responsibilities, and prepare a simple training checklist for new hires.
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3. Marketing & Growth

- **Branding basics:** Logo, colours, and a simple website that represents your practice.
 - **Patient outreach:** Word-of-mouth, local community engagement and networking.
 - **Simple marketing ideas:** Share educational content or updates that position you as a trusted specialist.
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4. Quick Checklists / Templates

- Daily / weekly workflow checklist
 - Staff training starter checklist
 - Appointment scheduling or patient intake template
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Starting a practice is a big step, but with structured guidance and practical tools, you can focus on what matters most: your patients and the work you love.

For further support, resources, or tools, you can reach me at:

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