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# Strategic Planning

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# Acknowledgement

We acknowledge the Aboriginal and Torres Strait Islander Peoples as the Traditional Owners of the lands. We wish to pay our respects to their Elders – past, present and emerging – and acknowledge the important role Aboriginal and Torres Strait Islander people continue to play within our community.



# Acknowledgement

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# Disclaimer

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# Learning objectives

- Identify the key elements of a strategic planning framework
- Create strategies for data collection, analysis and planning to optimise practice strategic planning
- Understand sustainable business opportunities through prioritising resources for revenue



# What will we cover in this webinar

- The framework of a strategic plan
- Undertaking business analysis
- Strategic thinking
- Goals and strategies
- Engaging team and stakeholders



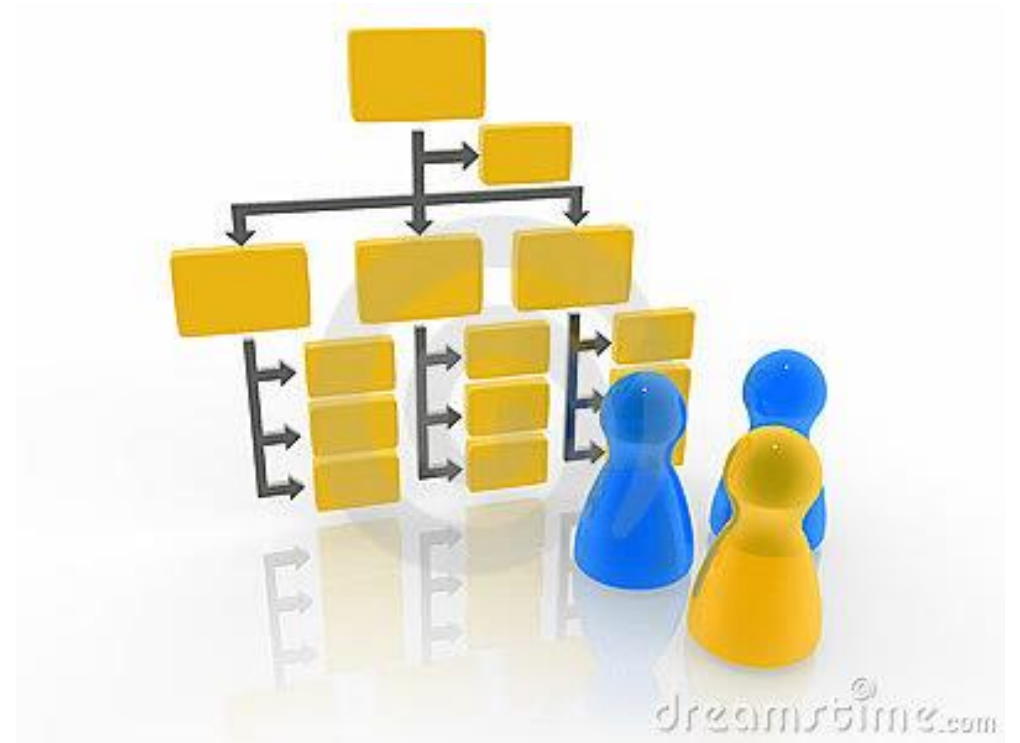
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# The framework of a strategic plan

What does a strategic plan framework look like?

- Strategic versus business goals
- Keeping a simple structure
- Adapt your plan for your plan type and structure



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# The framework of a strategic plan

## Key elements of the plan

- Business purpose
- Vision and strategic fit
- Goals/Targets
- Stakeholder engagement
- Drivers of the plan

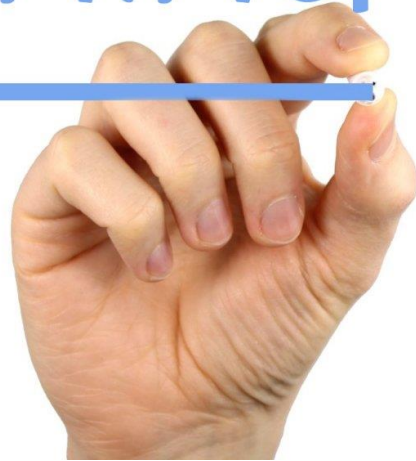


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# Planning for your strategy

# PLANNING



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Essential requirements for the strategy:

- Realistic timelines
- Responsibilities and accountabilities (The who and how)
- Engaged thinking



# Undertaking business analysis

## Data collection

- What data is accessible in your practice?
- Will you need additional collection of information?
- Who is going to be collecting information?

## Set a direction

- Use data to drive the direction you want the strategy to go
- Gain agreement from those who collect the data
- Make sure the entire practice team knows how you got from data to plan

## Undertake analysis

- Go further than just reporting on data



# Strategic thinking

- How do you create competitive advantage?
- Thinking through your plan and actions
- Creating new opportunities
  - Unique
  - Value based



# Goals and strategies

- Business opportunities
  - Sustainability
  - Growth
  - Value for money
- Focus of using resources
  - Growing revenue
  - Return on investment
- Smart Goals



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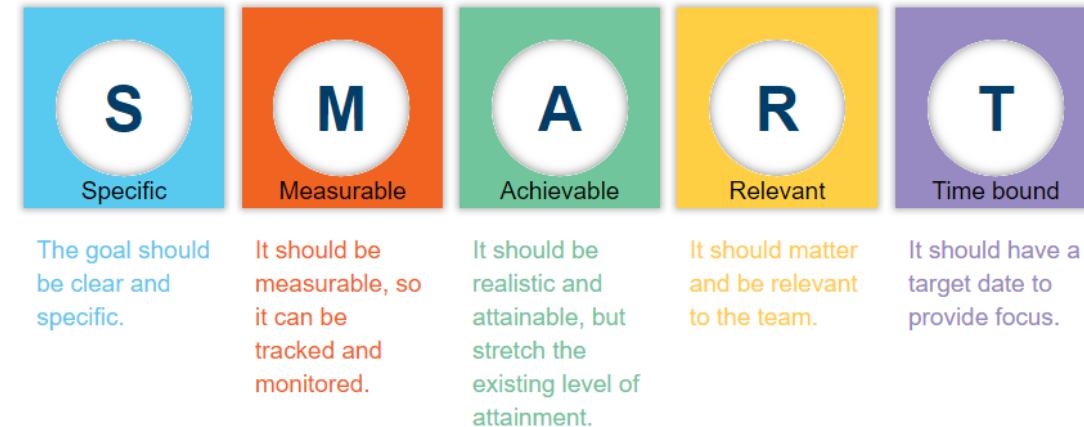
## Activity: Putting it into action

Develop two (2) strategic goals for your practice

Remember they should consider:

- Sustainability
- Growth
- Value for money

Tip: You may wish to use Smart Goals as a framework  
*Specific, Measurable, Achievable, Relevant,*  
*and Time bound*





# Engagement

- Who do you engage with
  - Team
  - Stakeholders
  - Owners, business partners
- Developing an engagement strategy
  - How do these groups engage with your process?
  - Which elements give you the best value for engagement?
  - Who is going to be the drivers of the strategy?



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# Planning your Engagement

- Put your plan into action
  - Who, What, When
  - Develop an action tracker
- Your partners in engagement
  - Using the team
  - Other stakeholders





# Action planning example

<b>Smart Goal</b> (Specific, Measurable, Achievable, Relevant, and Time bound)	<b>Strategy:</b>
Implement flu clinics to increase income by 20% before June 2021	Increase practice income through flu clinic implementation

## ACTION PLAN

<u>Activity</u>	<u>Due Date</u>	<u>Lead Person</u>	<u>Resources</u>	<u>Anticipate result</u>	<u>Progress</u>	<u>Status</u>
Develop model for running flu clinic	Dec 2020	Practice Mgr	Nil	Fully developed model	20%	In progress
Implement timetable of clinics	Jan 2021	Practice Nurse/Practice mgr	Appointment book Staffing roster		0%	In progress
Ensure supply systems in place for seamless operations	Feb 2021	Practice nurse lead			0%	In progress





## Activity: Action planning

Create a quick action plan to implement

Use the action planning template to track at least 3 actions

- Who is going to implement?
- What resources are required?
- How do you know when it's successfully complete?



# Summary

- Develop a strategy framework- although you don't need to reinvent with tools to support you
- Plan, plan, plan- ensure you have a realistic plan with timelines and action
- Data is a powerful tool- collect and analysis data to better inform your direction
- Think about your plans from a business and patient perspective
- Engagement is the key to success- have strategies to engage all of the practice team and stakeholders



# Resources to support your business plan

AGPAL- Business Planning

<https://www.agpal.com.au/news/business-planning/>

RACGP- General Practice Management Toolkit

<https://www.racgp.org.au/running-a-practice/practice-management/business-operations/general-practice-management-toolkit/business-plans>

RACGP- Standards for General Practice

<https://www.racgp.org.au/running-a-practice/practice-standards/standards-5th-edition/standards-for-general-practices-5th-ed>

AusGov Business Plan template

<https://www.business.gov.au/planning/business-plans/how-to-develop-your-business-plan>





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