



Practice Self-Assessment



If answering a few questions can put you on the pathway to revenue growth - well, what are you waiting for?
 Get your free marketing assessment by faxing this form to 866-263-6375 or email this form to
 Danica@MDProfitSolutions.com. All information are kept confidential.

1. Do you invest in an internal and or external marketing program? yes no
2. Do you feel the amount you are spending is getting the return you expected? yes no
3. Are you consistently looking for new ideas to succeed? yes no
4. Do you feel your patient education skills and materials are effective? yes no
5. Are your patients sometimes lost in the shuffle because of staff weaknesses? yes no
6. Do you find it difficult to implement new ideas into your practice? yes no
7. Does your practice have a website? yes no www. _____
8. Do you keep a log of patient emails? yes no
9. Do you track information calls vs. consultations booked vs. treatments scheduled? yes no
10. How many patients do you see everyday? 5-10 10-20 20-30 30-40 40+
11. What percentage of your practice is aesthetic/cosmetic? _____% Medical _____% Aesthetic/Cosmetic
12. What are the three most popular aesthetic/cosmetic treatments performed in your practice?
 1) _____ 2) _____ 3) _____
13. What is the estimate of your current monthly marketing budget?
 \$0 - \$2,500 \$2,500 - \$5,000 \$5,000 - \$10,000 \$10,000 - \$15,000
14. Do you track the effectiveness of your advertising dollars? yes no
15. How would you rate your advertising success? Not working Poor Average Good Successful

Name: _____ Specialty: _____
 Practice Name: _____ Years in Practice: _____
 Address: _____
 Phone: _____ Fax: _____ Cell: _____
 Email: _____ Locations # _____ Practitioners # _____



MD Profit Solutions is dedicated to providing creative medical marketing and operational solutions to increase revenue and profit for your private practice. We specialize in promoting elective, cash procedures and services. With our personal and hands-on approach, we devise and implement a competitive strategy for the success of your business.

Thank you for your answers. | Please fax form to 866-263-6375 | www.MDProfitSolutions.com