

RICH PROVIDER



Very profitable



High staff retention



Slow to hire, quick to fire
(only hire the best)



Focus on delegation +
motivation



Patients love them, refer
to them



Go 'above and beyond'
with patients



Always in communication
with patients



Know their numbers



Market > track results >
repeat



Business owners

POOR PROVIDER



Struggling to pay their bills



Constant staff turnover



Quick to hire, slow to fire
(will hire anyone)



Try do "do it yourself"



Patients always complaining



Deliver the 'bare minimum'



Zero patient communication
post discharge



Dismiss numbers "I'm a
therapist, not an accountant"



Think > plan > never act



Heroes and Crusaders