Reality Bites:
Bite-Sized Tips for Real Success



drkellycooper@realityvet.com | www.realityvet.com | +1 405-888-2165

The Ten Habits of Healthy Hospitals

Successful, healthy hospitals don't just happen by chance. They're built on a foundation of key habits that foster growth, efficiency, and satisfaction for both the team and clients. We've identified ten crucial habits that are consistently present in thriving veterinary practices. These habits cover everything from clear communication and team empowerment to financial management and work-life balance. By mastering these areas, practice owners can create a robust, adaptable, and fulfilling veterinary business.

The Ten Habits: a self-assessment

To help you gauge the health of your hospital, we've created this self-assessment. For each statement below, rate your practice on a scale of 1 to 4, where 1 means "This rarely or never happens" and 4 means "This consistently happens." Be honest in your assessment – this quiz is designed to help you identify areas of strength and opportunities for improvement.

1. _____ **Leadership communicates and exemplifies our mission, vision, and values.**

   Clear, resonant, and memorable purpose statements - including your mission, vision, and values - serve as a compass for your practice. By keeping these front and center in your discussions and decisions, you ensure your entire team remains aligned and focused on shared goals. This alignment provides the foundation to which all messaging is connected, providing inspiration and unity of purpose.

2. _____ **Leadership empowers the team and models a culture of accountability.**

   Creating a culture of empowerment and accountability is like planting and watering seeds of success. You'll see your team stepping up, taking ownership, and really shining in their roles. This culture is essential for driving efficiency and growth, improving quality, and creating a workplace that attracts and retains top talent.

3. _____ **Resources are invested into employee development and engagement.**

   Investing in your team is like nourishment to those seeds. You'll grow a stronger, more skilled crew that's excited to come to work and give their best every day. This focus on development is key to building a high-performing team, reducing turnover, and providing the highest quality care.

4. _____ **As the owner, I have knowledge of and confidence in the financial health of the practice.**

   The financial success of your practice is a critical need for sustainability and growth, so you have a reliable source of income and an asset to sell when you're ready. When you understand and have confidence in your practice's finances, you'll be able to navigate your future with confidence, knowing exactly where you stand.

5. _____ **Productivity metrics are routinely tracked and leveraged to troubleshoot opportunities and set goals for growth.**

Performance metrics are like bloodwork for your practice, providing objective data that measures the outcome of processes and behaviors. By tracking metrics, you'll spot opportunities and know exactly where to focus your energy to help your practice thrive. This knowledge is critical for making informed decisions about staffing, equipment purchases, and service offerings.

6. _____ **Operational processes and policies are documented and regularly updated.**

   Regular check-ups on your processes keep your practice in top shape. You'll stay efficient, adaptable, and ahead of the game in the ever-changing vet world. Optimized processes lead to better time management, reduced stress for staff, and improved patient care.

7. _____ **Marketing strategies are in place to engage and attract clients.**

   A solid marketing strategy is like sending out invitations to your practice's party. You'll attract new clients and become the go-to vet in your community. Effective marketing ensures a steady flow of new patients, which is vital for practice growth and long-term sustainability.

8. _____ **Client satisfaction and retention are prioritized through a systematic approach.**

   Focusing on your client service is like nurturing friendships. You'll build a loyal client base that not only keeps coming back but also sends their friends your way. High client satisfaction leads to better compliance with treatment plans, improving overall quality and animal health in your community.

9. _____ **As the owner, I have a healthy work-life balance and prioritize self-care.**

   Practice ownership can be stressful and overwhelming, with many demands on your time and attention. Prioritizing self-care and balance will help you lead more effectively, make better decisions, and allow you to enjoy both your work and personal life more fully. A well-balanced practice owner sets a positive example for the team, leading to a healthier practice culture and reduced burnout.

10. _____ **As the owner, I have a vision for my practice that is supported by relevant long- and short-term goals**.

    Having a clear vision is like having a destination for your practice's journey. You'll have a sense of direction and purpose, making daily decisions easier and more meaningful. Well-defined goals support the vision and are essential for measuring progress, motivating your team, and ensuring your practice evolves in line with your vision.

Scoring

After completing the quiz, tally your score. A total of 31-40 indicates a very healthy practice, 21-30 suggests a solid foundation with room for improvement, and below 20 highlights significant opportunities for growth and development.

_____ My Score

0 to 10 Budding Entrepreneur: Your journey is just beginning, and you're showing great potential. You have a passion for practice ownership, and with a bit of guidance and a solid plan, you'll be on your way to success.

11 – 20 Emerging Leader: You're on the right track to a healthy hospital with a growing practice and the many leadership challenges that come with it.

21 – 30 Veterinary Visionary: You've got a solid grip on your practice, your leadership is inspiring, and you have a Healthy Hospital. Congratulations!

31 – 40 Leading the Pack: Your practice is a healthy hospital! It's thriving, and you're a beacon of success. It's time to take it to the next level.

Reflection and planning:

Use this worksheet to reflect on your scores and identify areas to focus on.

- Which habits are strengths?

_____

_____

- Which habits have opportunities for growth and improvement?

_____

_____

- What is the impact of having opportunities in these habits?

_____

_____

_____

- Which habit do you want to work on first?

_____

_____

- What do you want to accomplish by focusing on this habit?

_____

_____

_____

- When do you want to do this?

_____

_____

_____

- What are the next steps to make it happen?

_____

_____

_____

_____

Reality Vet

drkellycooper@realityvet.com | www.realityvet.com | +1 405-888-2165

How coaching can help you achieve more.

Maintaining all the habits essential for a healthy hospital can be daunting amidst competing priorities. Sometimes it's easier to keep the status quo instead of creating change. As your coach and consultant, I help you focus on what truly matters, guiding you through assessment, planning, and implementation to achieve the success you desire.

I'll partner with you to craft strategies, overcome challenges, and achieve your goals. Through active listening, targeted questioning, and a tailored approach, I can help you gain clarity, develop new skills, and take decisive action. Our collaboration will offer fresh perspectives and create a supportive environment for your growth and transformation.

A coaching relationship is built on trust and clear roles:

- As the client, you provide transparent information for meaningful discussions, decision-making, and action planning, and you implement the agreed-upon action plans.
- As your coach and consultant, I ask probing questions, offer direction and expertise, conduct assessments, make recommendations, provide resources, and support your follow-through.

Together, we'll create a path to success for your practice.

Is coaching right for you?

Successful coaching relationships don't just happen by chance. They're built on a foundation of specific characteristics that a successful coaching client should possess. These qualities enable you to make the most of your coaching experience and achieve meaningful growth.

For a successful outcome, the ideal coaching candidate is:

- Motivated to change the current situation.
- Prepared to set and work towards specific goals.
- Able to dedicate time and energy to the coaching process.
- Motivated and committed to professional growth.
- Willing to be vulnerable and honest.
- Open to feedback and new perspectives.

Your journey to veterinary practice excellence starts now. Don't let another day pass with unrealized potential or unmet goals. Reality Vet Coaching & Consulting is your partner in transforming challenges into opportunities and aspirations into achievements.

Take the first step towards a more successful, fulfilling career and a thriving practice. Schedule your free discovery call today and discover how our tailored coaching and consulting services can propel you forward. Together, we'll unlock your full potential, overcome obstacles, and create lasting positive change in your practice. Don't just dream of success – let's make it your reality. Contact Reality Vet Coaching & Consulting now and start your journey to becoming the leader and practitioner you've always aspired to be.

Could you use direction and support for bringing a change to life in your hospital? Reality Vet Coaching & Consulting is here to help. Scan the QR code for more information and to schedule a call today.

Reality Vet
drkellycooper@realityvet.com | www.realityvet.com | +1 405-888-2165