

# Checklist for Running a Successful Clinic

## Pre-Planning

### Theme



Choose a theme for your clinic. Kids, Sports, Adults, Holiday, etc. One theme doesn't preclude another. You will likely end up doing adults at a kids clinic. But using themes offers a way to differentiate multiple clinics over the course of a year.

### Date

Either pick a mid-week day that will include hours after 5 PM for working parents, or consider a Saturday.

### Attending Staff

Meet With Your Entire Staff Ahead Of Time And Plan Well In Advance. Allow At Least 4-6 Weeks For Proper Promotion. Make sure ample staffing is on call to assist fittings.

### Inventory Needed

Have enough prefabs available to dispense. Always have at least one pair of each size for fitting. To have some idea of needed inventory in advance, ask registrants the shoe size of each attendee on the registration form. Also, be prepared to fit adults in a kids clinic, since the parent(s) will offer an opportunity to fit them with adult prefabs, or customs.



### Casting/Scanning Materials Needed

Prefabs may not be a good fit for some of the candidates (kids and adults). Be prepared to cast for custom orthotics as needed.

### Notification



Notify the public of the event. TELL EVERYONE! Don't assume just because you are running a clinic, patients will find out on their own and show up! Emphasize "FREE" foot exam for kids. Keep notifications brief. Some great resources are:

- Local Paper Ads
- Postcards Mailers
- Posters/Flyers
- Referring Health Professionals
- Email list
- Web Site Registration Page
- Hometown Web Sites
- Web Sites/Blogs for Moms

And don't forget your own office! Be sure to have in office signage and a Sign Up Sheet (Be sure to include email address and shoe sizes). Post the clinic on your website, and set up a registration page.

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## Clinic Day

### Attending Staff

Make sure Your Entire Staff is aware of their roles. Have someone to greet patients and assist with children. Decide ahead of time if walk-ins will be accepted.

### Sign in Sheet

### Plenty of Brochures/literature on hand

### Environment

Whether you are holding a kid's clinic or you are expecting patients that have children, make sure you have "kid friendly" space with some activities to keep them occupied.

### Clinic Registration Form

A clinic Registration Form will help you gather important information such as where they heard about the clinic and what are their concerns. Use this form to gather email addresses for future clinics or promotions.



## Follow Up

### Contact attendees by phone or email

Have a conversation with your attendees and thank them for attending. Get opinions to help improve the next clinic.... would they attend again, what day/time of day would have been better, etc.? Encourage referrals.

### Analyze your Information

Start building parent database for the future. You may want to schedule a clinic on a regular basis (monthly, quarterly, etc.) and if you save contact information on an ongoing basis, your email and mailing database will become an effective promotional tool.