

Plan promotion check list

Before launching your membership plan you need to ensure that you have everything you need in place in order to maximise your success. It is also advisable to complete regular checks.

Below is a checklist of things you will need to ensure are in place:

1. Have you got all of your plan promotion tools in place?

Do you have your patient membership posters up?	
Do you have your plan leaflets neatly displayed for patients to take away?	
Is all literature consistently branded for your practice?	
Is promotional literature in the practice relevant and current?	
Is there a private fee scale displayed and is it correct? Does it show the members' discount?	
Have you got a plan versus pay-as-you-go comparison table on the desk to show patients the cost savings when talking about becoming a member?	

If you need support with any plan literature or comparison tables contact promotions@practiceplan.co.uk for support.

2. Is your team ready?

Are all members of your team confident when talking about plan membership and the benefits to your patients?	
Have you got an action plan as to how you are going to make this work within your team, including who has what responsibilities and what you are going to put in place to ensure you don't drop the ball?	
Have you got a follow-up process in place for patients wanting to take home information to think about it?	

3. Have you set out your goals?

Have you set out your goals and what you want to achieve over what time period?	
Who in the practice is going to be your plan promotion champion? This person needs to monitor the progress and keep the team updated.	

Your Regional Support Manager is available to discuss any plan membership queries you may have or support setting goals.