

7 Ways to Grow Your Practice

Amit Gosalia, AuD





“No one can win unless you love what you do; If you love what you do, no one can crush you!”



How many small businesses are there in the US?



30.2 Million



What percentage of businesses in the US are
small businesses?



99.9%

Small Business Administration



How many businesses closed during the
covid19 pandemic?



5000

15,000

550,000

~800,000



SMARTER GOALS

A goal without a
plan is just a

wish

SMARTER GOALS

SMARTER GOALS

Specific



SMARTER GOALS

Measurable



SMARTER GOALS

Attainable



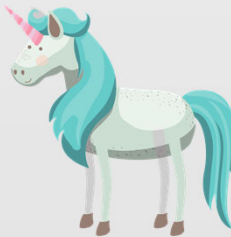
SMARTER GOALS

Realistic



SMARTER GOALS

Time-bound



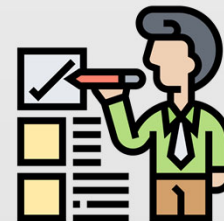
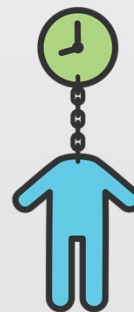
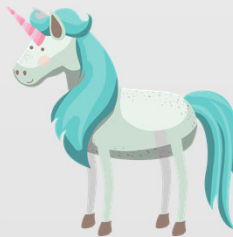
SMARTER GOALS

Evaluate



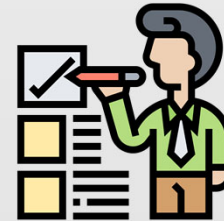
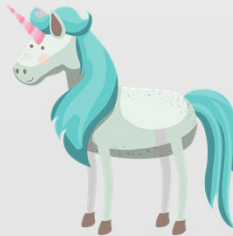
SMARTER GOALS

Accountability



SMARTER GOALS

Reward



SMARTER GOALS

Specific
Measurable
Attainable
Relevant
Time-Bound
Evaluate
Accountability
Reward





VIDEO CONTENT

VIDEO CONTENT

“I’m going to let you in on a little secret. If you’re not making some kind of video content right now, you’re losing. Period.”



Gary Vaynerchuk, 2014



VIDEO CONTENT



VIDEO CONTENT

- YouTube
- Facebook
- LinkedIn
- Instagram
- TikTok
- Website
- Email marketing





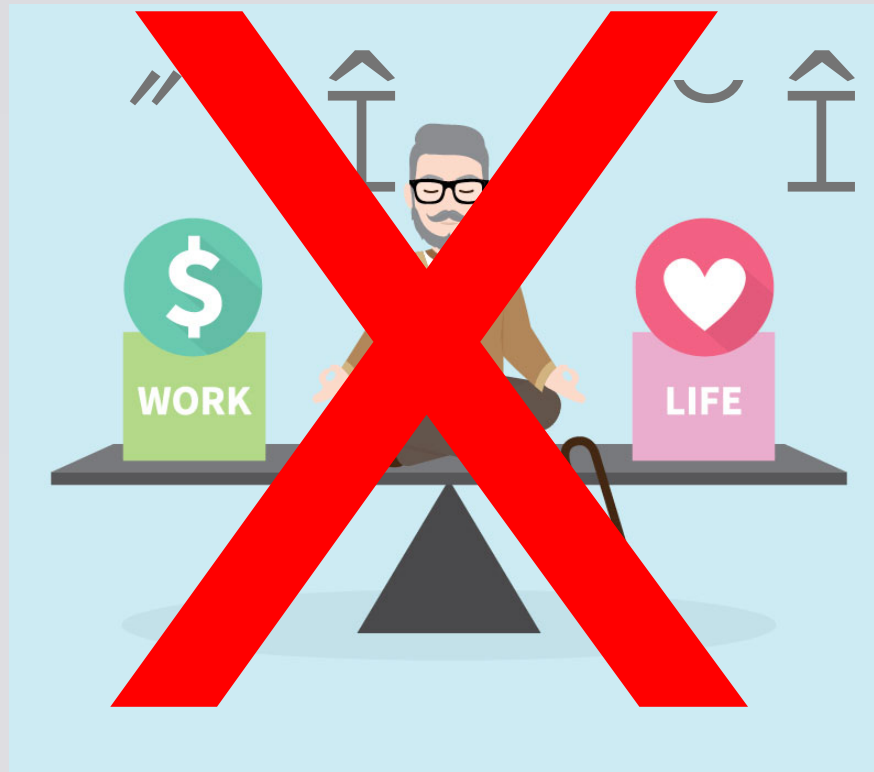
VIDEO CONTENT





WORK-LIFE BALANCE





There is no such thing
as work-life balance –
it is all life. The balance
has to be within you.

SADHGURU







PHILANTHROPY



philanthropy noun

 Save Word

phi·lan·thro·py | \ fə-'lan(t)-thrə-pē  \

plural **philanthropies**

Definition of *philanthropy*

- 1 : goodwill to fellow members of the human race
especially : active effort to promote human welfare
- 2 **a** : an act or gift done or made for humanitarian purposes
b : an organization distributing or supported by funds set aside for humanitarian purposes

~36 million Americans
itemize their giving*

*National Center for Charitable Statistics



WHY GIVE?



Greater overall
happiness



Lower stress levels



Better physical
health



Heightened sense of
connection to others

PERFORM A SELFLESS
GOOD DEED

FRIENDS

1998



Community

Needs

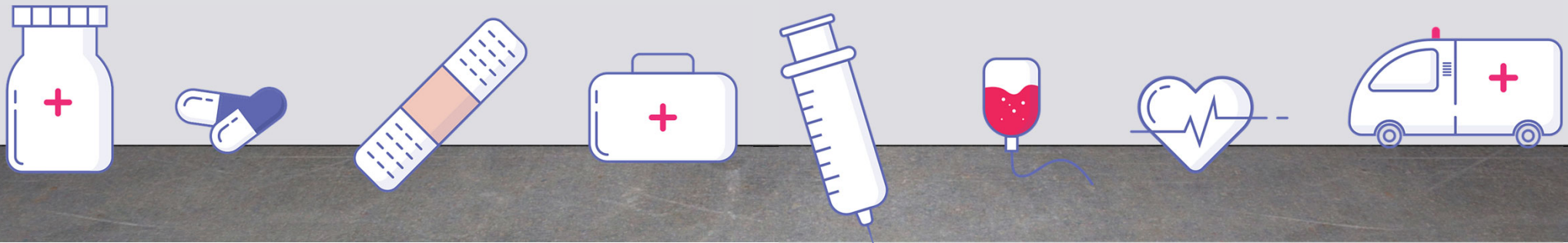
COMMUNITY

HISTORIC BUILDING RENOVATIONS
SCHOOLS
LIBRARIES
CITY HALL
ARTS
RELIGIOUS
PROFESSIONAL FOUNDATIONS



NEEDS

MEDICAL /HEALTH
ENVIRONMENTAL DISASTER RELIEF
VICTIMS OF CRIMES
RESEARCH
EMERGENCY DONATIONS



Community

20%

Needs

80%

Money



Time



Influence



Bill
Gates

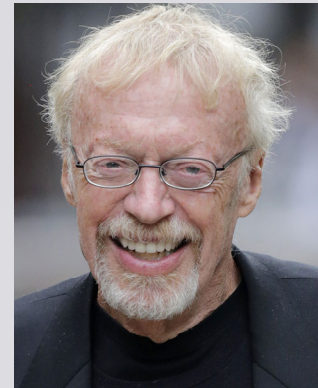


Azim
Premji



Oprah
Winfrey

Phil
Knight



Warren Buffett



Angelina
Jolie



Taylor
Swift

Emma
Watson



Li
Ka-shing

Beyonce







DR. AMIT GOSALIA

"Philanthropy is not about money, it's about feeling the pain of others and caring enough about their needs to help."



DR. HARAT PATEL

"My birthday April 2nd, whole family testing positive for COVID-19."

"What would life be like if I did not attempt something new?"



DR. JIGNESH PATEL

"Not all storms come to disrupt your life. Some come to clear your path."



DR. ELIZABETH PAUL

"The most beautiful roses bloom after the bush is pruned."



DR. PARVIN SYAL

"They also serve those who stand and wait."



DR. SHIKHA BOSE

"Your harshest critics are really very critical of themselves—not you. Beware of creating your own stress. H.O.P.E. Hold On Pain Ends"



DR. NITIN SHAH

"Working on Chrome-... distribution to school... ren, raising funds for... d Sikh Mission who... serving 1500 to 3500... s daily, giving... ries every weekend in... ia and Buena Park, four blood drives and... d donate 1100 KN95... s to Long Beach VA... al Center. Trying to..."



DR. ANIL SHAH

"The earth has begun to breathe and the car keys have gathered dust. I prefer the new world than the world we left behind!"



DR. SWARAJ BOSE

"Future is always bright."



DR. AMIT GOSALIA

"Philanthropy is not about money, it's about feeling the pain of others and caring enough about their needs to help."

**ALAPIO BOARD
MEMBERS ARE IN
THIS TOGETHER**



Visit us: www.alapio.org





FACE FORWARD
INTERNATIONAL



14 likes

faceforwardla Big thanks to our newest Advisory Board Physician @drgosalia and the team at West Valley Hearing for taking such great care of our patient Chenda who came to us with her daughter Malita from @cambochildrensfund . Both are survivors of an acid attack 10 years ago. In addition to vision loss, Chenda also suffered severe hearing loss. Dr. Gosalia provided her a brand new hearing aid to help restore some of her hearing. She was all smiles today!! 🥰👍💜



FRIENDS

1998



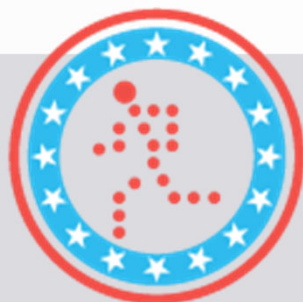


SOCIAL MARKETING

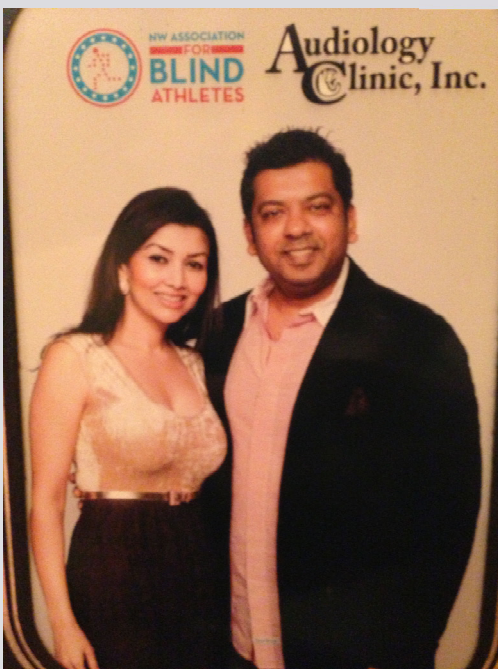
WHAT YOU GIVE COMES BACK
TO YOU TEN-FOLD

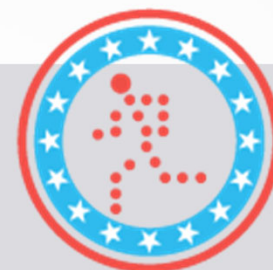
-BRENDA BENCE





NW ASSOCIATION
FOR
BLIND
ATHLETES





NW ASSOCIATION
FOR
BLIND
ATHLETES







DR. AMIT GOSALIA
AUDIOLOGY CLINIC

SANIYA GOSALIA
AUDIOLOGY CLINIC

CHARMI GOSALIA
AUDIOLOGY CLINIC

9,999)

and Betty

ice
shington
Lauderbaugh

Drill

le
999)

ne C. Artz
J. Artz, a
of the
oundation for
shington
and Nancy

**Mt. St. Helens Circle
(\$50,000 - \$99,999)**

Anonymous (2)
Bank of America Foundation
Beaches Charity Fund
Bob and Karen Bernhardt
Brett and Patti Bryant
Ann Bump
Cherry City Electric
Columbia Machine, Inc.
Crafts Americana Group, Inc.
Mary and Dale Denny
ERISTAND - Kevin and
Annemarie Ryan
Emergency Medicine
Associates, P.C.
Foy Industrial Electric Corp.
Drs. Allen and Cassie Gabriel
**Dr. Amit and Charmi Gosalia,
Audiology Clinic, Inc.**
Sally Greenlee and Wayne
Herndon

Cassidy
Chuck a
Kevin a
Zella N
Nordstr
Northw
James
Peaceh
Vascu
Excell
Progre
Assoc
Estate
Riverv
Rose C
Bob a
Emma
SEH A
Ed and
Sorop
Cama
Nancy
Hels
CMIET





Dancing with the Local Stars (2013)



WHAT CAN YOU DO?!

Money



Time



Influence





csun_saa · Following
California State University, Northridge



csun_saa SAA is so excited to announce that we reached our donation goal for [@faceforwardla](#) ☺ Thank you to everyone that donated and supported us. We would also like to thank [@drgosalia](#) and [@agentcharmi](#) for matching our donation! We couldn't have done it without you!

[#faceforwardinternational](#) [#giving](#)
[#csunsaa](#)
[#studentacademyofaudiology](#)
[#californiastateuniversitynorthridge](#)

5w



Liked by [agentcharmi](#) and others

DECEMBER 24, 2020



Add a comment...

Post



FACE FORWARD
INTERNATIONAL

AUDIOLOGY PROFESSIONAL FOUNDATIONS



...and many more!

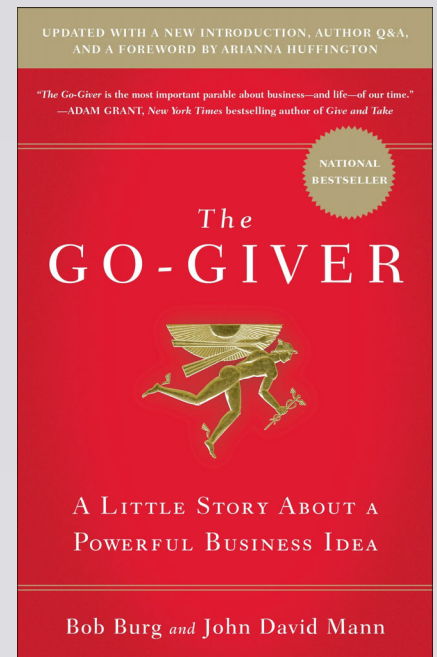
WHAT CAN YOU DO?!

WHAT CAN'T YOU DO?!

PHILANTHROPY



Audiologist!!!





PHYSICIAN RELATIONSHIP BUILDING



PHYSICIAN RELATIONSHIP BUILDING





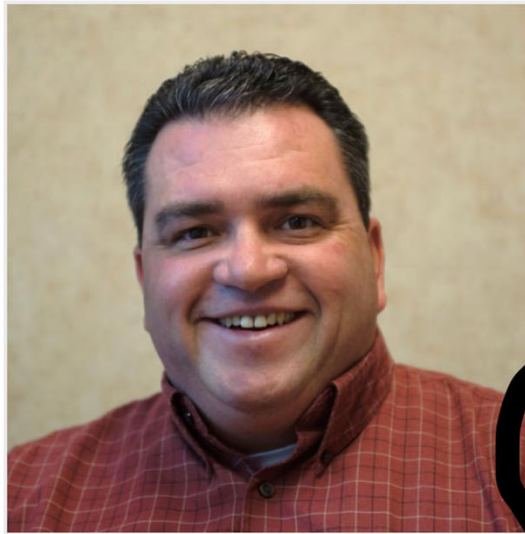
Know Who & What

- Who are you targeting & what is your plan?
 - **Physician relationships**



Physician Example

Dr. Noel Guzman



DR. NOEL GUZMAN has been a member of the Northwest Medical Center family since 2007. He is a 1994 graduate of the University of California at Davis School of Medicine. He completed his residency at St. Peter Family Practice in Olympia, Washington in 1997.

Dr. Guzman is board certified in family practice.

His other interests include camping, golf, hunting, fishing, and riding motorcycles. Dr. Guzman also is fluent in Spanish.

Know Who & What

- Who are you targeting & what is your plan?
 - Physician relationships
 - **Allied health and/or other medical relationships**

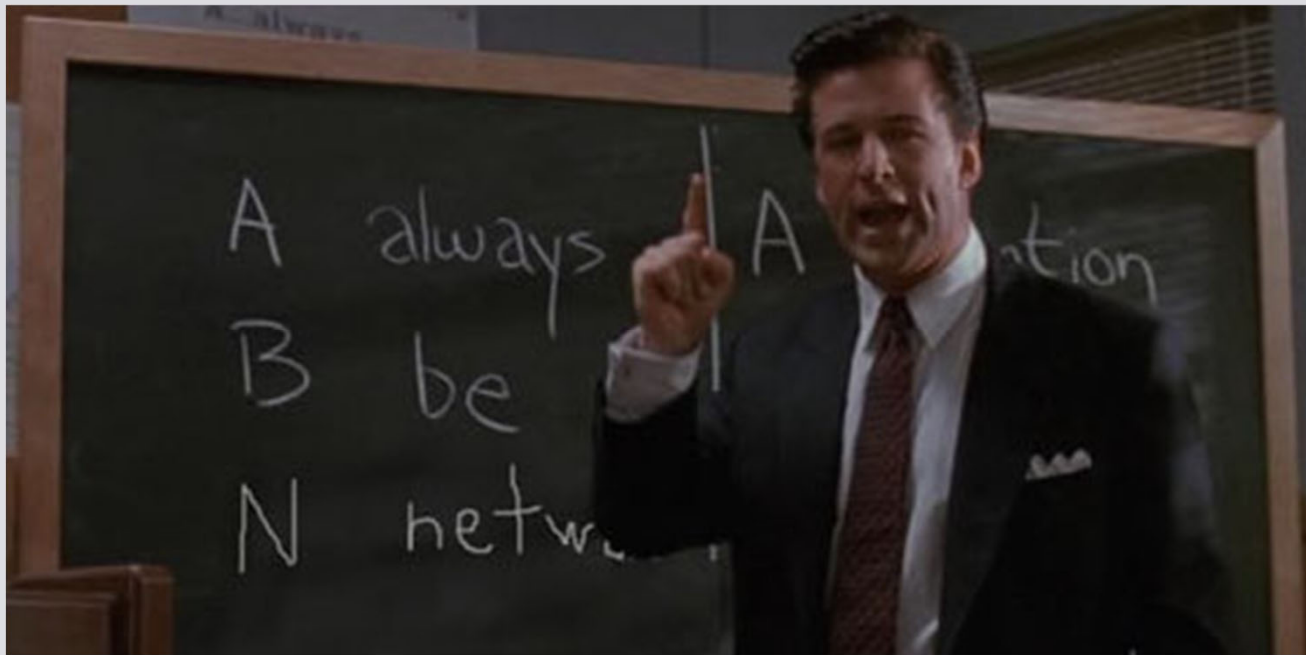


Know Where & When

- An event scheduled by an organization
- Are you are hosting the event?
 - Mid-day?
 - Happy Hour?
 - Evening?
- Social gathering
- ...ABN!!



Always Be Networking

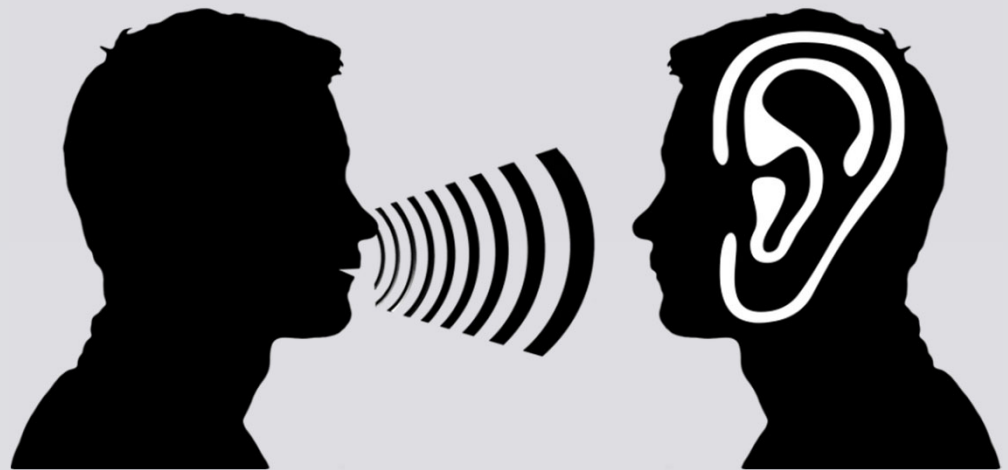




BE **YOURSELF!!**

Know How

- Personalities dictate how you approach networking
 - Introverts
 - Extroverts
- **Listen** vs talking
 - People love talking
 - Engaged listening
 - People remember experiences
- Taking vs. **Giving**
- Courage
- Elevator pitch





Know How

- Traditional approach (Take)
 - e.g. Hello. I'm Dr. Amit Gosalia, an audiologist at West Valley Hearing Center in Los Angeles, where we diagnose and treat patients with hearing and balance disorders. If you know anyone who needs hearing help please think of us.
(hand out business cards)
- Non-traditional approach (Give)
 - e.g. Good evening, I'm Dr. Amit Gosalia, I'm a partner at West Valley Hearing Center. I've taken care of some of your patients, thank you so much for the referrals. May I ask what types of patients we may be able to refer to you?

Know How

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 - e.g. Hello. I'm Dr. Amit Gosalia, an audiologist at West Valley Hearing Center in Los Angeles, where we diagnose and treat patients with hearing and balance disorders. If you know anyone who needs hearing help please think of us.
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Know How

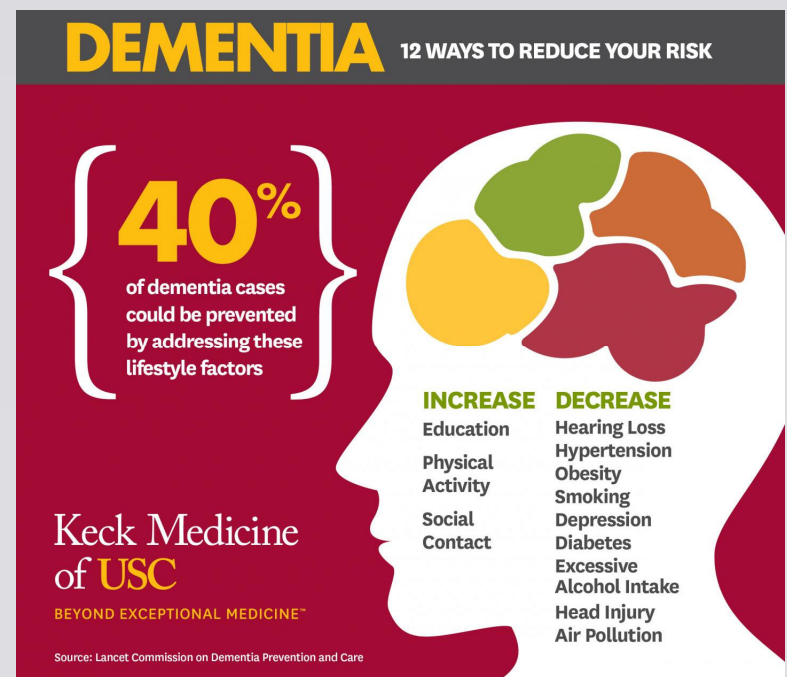
- Ask for their business card
 - Perhaps you know someone who needs THEIR services
 - A normal reaction is for that person to reciprocate and ask for your card



EXPAND YOUR SERVICES

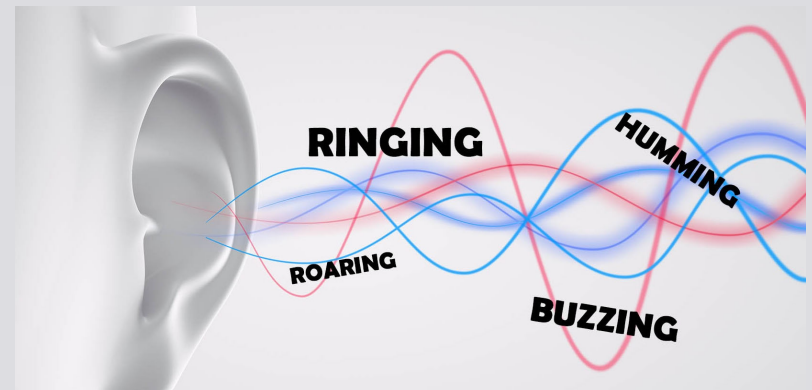
EXPANDING YOUR SERVICES

- COGNITIVE SCREENINGS
 - LANCET STUDY
 - COMMUNICATION WITH PHYSICIANS



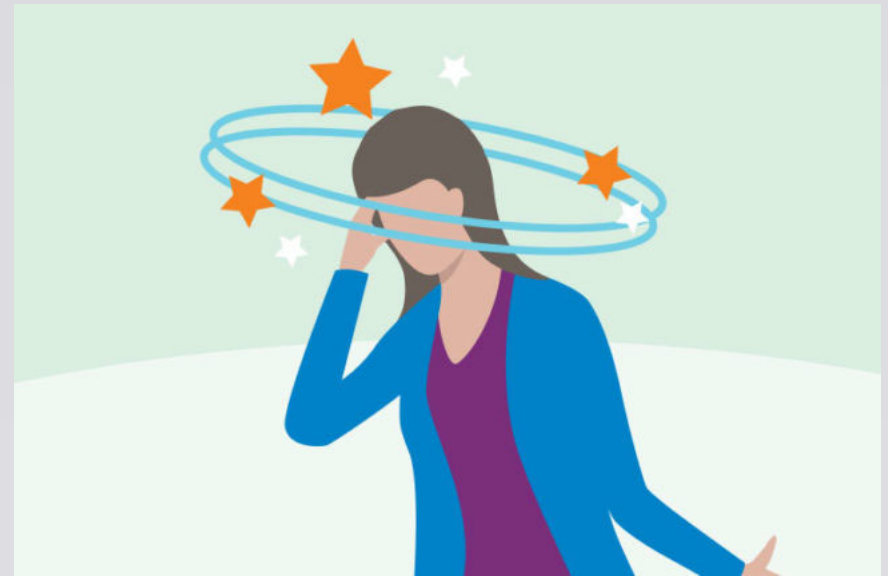
EXPANDING YOUR SERVICES

- TINNITUS
 - ABA (CH-TM)
 - ATA
 - TRT
 - TPA
 - Wednesday, 10:30am - 12:00pm "What do I do with My Tinnitus Patient?"
 - Dr. John Coverstone and Dr. Emily McMahan



EXPANDING YOUR SERVICES

- VESTIBULAR
 - Dr. Richard Gans, AIB



EXPANDING YOUR SERVICES

- APD/CAPD
 - Dr. Angela Alexander





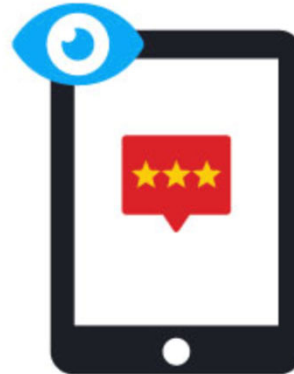
ONLINE REVIEWS

ONLINE REVIEWS

90% of consumers read online reviews before visiting a business.



90%



ONLINE REVIEWS

88% Of Consumers Trust Online Reviews As Much As Personal Recommendations.



ONLINE REVIEWS

Customers are likely to spend
31% more on a business with
"excellent" reviews.





7 Ways to Grow your Practice

SMARTER Goals

Video Content

Work-Life Balance

Philanthropy

Physician Relationship Building

Expanding Your Services

Online Reviews

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[@drgosalia](#)



DrGosalia, LLC