
GROW Assessment

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The GROW Framework helps you look at four areas that can drive practice growth:

G — Get Involved

R — Referral Partners

O — Online Presence

W — WOW Your Patients

For each statement, choose: Yes / Somewhat / Not Yet

G — Get Involved

I am visible in the community I serve. Yes / Somewhat / Not Yet

I am involved in community activities where I can build genuine relationships. Yes / Somewhat / Not Yet

I participate in organizations that align with my values. Yes / Somewhat / Not Yet

I have relationships outside of medicine that support practice growth. Yes / Somewhat / Not Yet

I look for opportunities to educate the community. Yes / Somewhat / Not Yet

I support local schools, nonprofits, churches, or community groups. Yes / Somewhat / Not Yet

People in the community know who I am and what I do. Yes / Somewhat / Not Yet

My involvement feels genuine rather than transactional. Yes / Somewhat / Not Yet

Community involvement has created patient or referral opportunities. Yes / Somewhat / Not Yet

I have a plan to remain involved consistently. Yes / Somewhat / Not Yet

What is working well in this area?

What needs the most attention?

R — Referral Partners

I have identified my most important referral partners. Yes / Somewhat / Not Yet

I regularly meet with referral partners. Yes / Somewhat / Not Yet

Referral partners understand who I serve. Yes / Somewhat / Not Yet

Referral partners understand what makes my practice different. Yes / Somewhat / Not Yet

Referral partners know how to contact me. Yes / Somewhat / Not Yet

I maintain relationships with existing referral partners. Yes / Somewhat / Not Yet

I acknowledge and maintain relationships with referral partners. Yes / Somewhat / Not Yet

I look for ways to help referral partners. Yes / Somewhat / Not Yet

I track referral sources. Yes / Somewhat / Not Yet

Referral partners consistently contribute to practice growth. Yes / Somewhat / Not Yet

What is working well in this area?

What needs the most attention?

O — Online Presence

My website clearly explains who I am. Yes / Somewhat / Not Yet

My website clearly explains who I serve. Yes / Somewhat / Not Yet

My website clearly explains how patients can get started. Yes / Somewhat / Not Yet

My online information is accurate and current. Yes / Somewhat / Not Yet

My online reviews support trust and credibility. Yes / Somewhat / Not Yet

My photos and online content reflect the practice accurately. Yes / Somewhat / Not Yet

I create educational content that helps patients. Yes / Somewhat / Not Yet

My online presence is current and gives prospective patients confidence in the practice. Yes / Somewhat / Not Yet

Prospective patients can easily contact the practice online. Yes / Somewhat / Not Yet

My online presence supports the type of patients I want to attract. Yes / Somewhat / Not Yet

What is working well in this area?

What needs the most attention?

W — WOW Your Patients

New patients feel welcomed and expected. Yes / Somewhat / Not Yet

Patients are introduced to the team when appropriate. Yes / Somewhat / Not Yet

Patients understand how the practice works. Yes / Somewhat / Not Yet

Patients receive thoughtful follow-up. Yes / Somewhat / Not Yet

Patients feel known personally. Yes / Somewhat / Not Yet

We actively look for patient feedback and use it to improve the experience. Yes / Somewhat / Not Yet

The practice uses small touches to make patients feel valued. Yes / Somewhat / Not Yet

Employees contribute to a warm patient experience. Yes / Somewhat / Not Yet

Patients refer friends or family to the practice. Yes / Somewhat / Not Yet

The patient experience is strong enough to create referrals. Yes / Somewhat / Not Yet

What is working well in this area?

What needs the most attention?

Review Your GROW Assessment

Look back through your answers.

Which area is currently strongest?

- ☐ Get Involved
- ☐ Referral Partners
- ☐ Online Presence
- ☐ WOW Your Patients

Why?

Which area needs the most attention?

- ☐ Get Involved
- ☐ Referral Partners
- ☐ Online Presence
- ☐ WOW Your Patients

Why?

Are there one or two specific problems that are limiting your growth right now?

90-Day GROW Plan

Choose the one or two GROW areas that deserve the most attention over the next 90 days.

Priority 1

GROW Area:

- ☐ Get Involved
- ☐ Referral Partners
- ☐ Online Presence
- ☐ WOW Your Patients

What do you want to improve?

What will you do over the next 90 days?

- 1.
- 2.
- 3.

How will you know whether it is working?

Priority 2

GROW Area:

- ☐ Get Involved
- ☐ Referral Partners
- ☐ Online Presence
- ☐ WOW Your Patients

What do you want to improve?

What will you do over the next 90 days?

- 1.
- 2.
- 3.

How will you know whether it is working?

90-Day Review

At the end of 90 days:

What did you actually do?

What worked?

What did not work?

Did the practice see any change in:

Patient inquiries? Yes / No / Unsure

New patients? Yes / No / Unsure

Referral activity? Yes / No / Unsure

Online engagement? Yes / No / Unsure

Patient referrals? Yes / No / Unsure

What should you continue doing?

What should you stop or change?

Which GROW area should be your next priority?

- ☐ Get Involved
- ☐ Referral Partners
- ☐ Online Presence
- ☐ WOW Your Patients

Using This Assessment

This assessment is a general planning resource and does not constitute individualized consulting, legal, tax, accounting, or financial advice from Practice Freedom Advisor.

Use it to identify where your current growth efforts are strong, where they need work, and what you want to focus on over the next 90 days.

If you want help identifying which growth opportunities deserve the most attention in your practice, you can schedule a Practice Freedom Strategy Session.

After the Strategy Session, you can take your Practice Freedom Action Plan and move forward on your own, or continue working with Practice Freedom Advisor through ongoing consulting.

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