



▶ DO YOU REALLY KNOW WHAT IS HAPPENING IN THE COUNSELING ROOMS?

▶ ARE YOUR DONORS' INVESTMENTS MAXIMIZED?

▶ IS YOUR CLIENT SERVICES PROGRAM DEFENSIBLE?

eReport

Why Linear?

Is Your Client Services Model Relevant?

When I was a CEO of a pregnancy medical clinic, I found myself struggling with the following:

1. I was responsible for day-to-day operations at the pregnancy medical clinic and it haunted me that I really did not know what was being said to clients in the counseling/exam rooms. Was it accurate? Did the volunteers address the right issues with clients? Why were some taking so long with clients?
2. I wanted to improve our client services but found it impossible to wrap my fingers around tangible facts that could be assessed and evaluated.
3. I was uncomfortable with the inconsistencies in paper work.
4. Clients were leaving the clinic with a huge amount of information (i.e., brochures & education papers) and then we would find most of these publications in the garbage can.
5. My instincts were telling me that the organization was not as effective as it could be.
6. It was becoming increasingly more difficult to retain volunteers for more than a year.
7. I was concerned that our services program may not be as defensible as it could be.



▶ Decrease risk & increase effectiveness

▶ Decrease vulnerability & increase credibility

▶ Decrease costs & increase standardization.



What Changed?

These questions haunted me for years. Then a group of Christian counselors introduced me to the linear client services model. When I implemented a linear services model, it transformed our medical clinic into a powerful service program that was more streamlined, more effective and more efficient in a matter of a few months.

Seven Outcomes I Experienced After Converting to Linear Model

How can you improve what you cannot measure?



1-Our volunteer satisfaction and retention increased. Volunteers said that they felt more successful because the linear system made it clear as to what they were to do.

2-Volunteer recruitment became easier as current volunteers gave testimony as to how the linear system helped to remove the doubt and fear that they so often battled in the non-linear system.

3-More clients chose life for their unborn child and more expressed satisfaction with their decisions.

4-Overall risk decreased because everyone was doing the same thing and following a structure that provided flexibility and accountability. This consistency increased defensibility and made my board of directors and Medical Director very happy.

5-I no longer worried about what "exactly" was being said in the counseling or exam rooms. The best part was that I could measure it and evaluate it for effectiveness. How can you change something you cannot measure?

6-There was now a structure for successfully implementing evidence-based information and client decision tools.

7-Our credibility increased with other medical professionals and donors.

Are you doing things the old way?



While my staff went kicking and screaming into converting to the linear system, within six weeks, these same staff reported that they would "never go back to the old way of doing things".

Schedule a Seminar

**Call
509-886-4894**

**LinearLink Pro
System 1.0**

It's a New Day

Clients and patients are bringing new challenges into the pregnancy medical clinics that we must adjust to when serving them such as 'texting addictions' and information overload. Then there are the new trends in medical clinics providing evidence based services and implementing shared decision-making practices. The linear services model provides the structure and accountability needed to overcome these new challenges.