

A PRACTICAL 7-DAY RESET

THE OWNER BOTTLENECK RESET KIT

Move one recurring operational task off your desk without losing accountability, continuity or patient trust.

01

SPOT THE LOOP

Find the work that returns to you.

02

GIVE IT A HOME

Name the person who owns it.

03

CHECK THE RESULT

Review before making it routine.

EPISODE GUEST

Nikki Plourde, NP

HOSTED BY DON ADEESHA

NurturHer Aesthetics



01 / NOTICE

Where is the owner still the default?

Nikki described how routine ordering, staff questions and patient-facing interruptions reached the owners as the practice grew. Identify which tasks still stop when you step away.

MARK THE CURRENT OWNER OF EACH TASK

Routine supply orders ☐ Owner ☐ Shared ☐ Team	Staff scheduling questions ☐ Owner ☐ Shared ☐ Team
Phones and incoming messages ☐ Owner ☐ Shared ☐ Team	Inventory and stock alerts ☐ Owner ☐ Shared ☐ Team
Patient follow-up status ☐ Owner ☐ Shared ☐ Team	Day-to-day team issues ☐ Owner ☐ Shared ☐ Team

YOUR FIRST OBSERVATION

Which interruption could a trained team member close without waiting for you?

02 / DEFINE

A task needs a route, not a promise.

The steps below translate Nikki's experience of hiring front desk support and practice leadership into a practical owner handoff. They are a workbook exercise, not a named framework from the guest.

01

NOTICE

Observe the repeat interruption.

What triggers this task and why does it come back to you?

02

DEFINE

Name the expected result.

What may the new owner decide, and when must they escalate?

03

TRANSFER

Train an owner and a backup.

Who acts first when the task arrives?

04

REVIEW

Verify that the loop actually closed.

Was the request completed on time with the right information?

The aim is one reliable handoff, not a longer task list.



03 / TRANSFER

Build one handoff you can test.

Choose a non-clinical task. Describe the trigger, required outcome and escalation boundary so that the next person knows when to act and when to return to a qualified professional.

TASK TO TRANSFER

What routine work am I moving?

TRIGGER

When does this task begin?

SUCCESS CONDITION

What result must be recorded or communicated?

DECISION BOUNDARY

What can the assigned person decide without me?

ESCALATION RULE

What should return to a qualified clinician or the owner?

ASSIGNMENT

Owner: _____ Backup: _____ First review: _____



04 / MAKE OWNERSHIP VISIBLE

Nobody should guess who closes the loop.

Nikki described hiring dedicated front desk support when calls and deliveries were interrupting procedures. Use this map to set clear coverage, especially across multiple providers, locations or shifts.

COMPLETE ONE LINE FOR EACH RECURRING WORKSTREAM

Incoming calls and scheduling

Primary owner Backup / escalation

Supply orders and stock alerts

Primary owner Backup / escalation

Routine team questions

Primary owner Backup / escalation

Patient message follow-up

Primary owner Backup / escalation

Marketing content approvals

Primary owner Backup / escalation

COVERAGE CHECK

If the assigned person is off shift or at another location, who responds and how will the team know?

05 / PROTECT CONTINUITY

Make the change invisible to patients.

Delegation should protect the kind, personal care Nikki described, not create new confusion. Walk through a patient's experience and name the operational owner for each handoff.

01

FIRST CONTACT**Calls, messages and booking questions**

Who responds while the clinician is with a patient?

02

ARRIVAL**Greeting, room readiness and information**

Who prevents avoidable interruptions?

03

AFTER THE VISIT**Next-step messages and patient questions**

Who closes administrative loops and routes clinical issues?

04

RETURN VISIT**Follow-up and continuity of preferences**

Who supports return care without pressuring an upsell?

THIS WEEK I WILL FIX



06 / REVIEW

Prove the handoff is working.

Use your own baseline and follow-up counts. Better results mean fewer owner interruptions without slower responses, abandoned requests or missed clinical escalation.

WORKFLOW SIGNAL	BEFORE	DAY 7	DAY 14
Owner interruptions during appointments Count per workday			
Routine requests returned to owner Count per workday			
Unresolved patient inquiries Count at close of day			
Follow-ups completed as promised Completed / due			

DAY 14 DECISION

☐ **KEEP**
The result holds

☐ **REFINE**
Adjust the route

☐ **REVERSE**
Transfer back

☐ **ESCALATE**
Clinical concern

ONE FIX BEFORE THIS BECOMES ROUTINE

07 / YOUR IMPLEMENTATION WEEK

Seven days. One handoff.

Test one repeat task, confirm the result and decide what should happen next.

01

TRACK

Count how often routine work returns to you.



02

SELECT

Choose one repeat operational task.



03

DESCRIBE

Write the trigger, result and escalation rule.



04

ASSIGN

Choose an owner and backup, then rehearse.



05

PILOT

Run the first real handoff with oversight.



06

INSPECT

Review errors, patient impact and interruptions.



07

DECIDE

Keep or revise the handoff and schedule day 14.



THE RESULT I WILL CHECK ON DAY 14

WANT A SECOND SET OF EYES ON PRACTICE GROWTH?

Explore digital visibility and patient-journey gaps in a complimentary Marketing Strategy Meeting. The conversation is optional.

BOOK A COMPLIMENTARY STRATEGY MEETING

businessofaesthetics.org/msm