New Book Launch:

‘The Successful General Practice—What they didn’t teach you in Med School’

**3rd November 2022:** Dr. Todd Cameron and Dr. Sachin Patel, co-founders of Scale My Clinic, set out on a noble mission in 2019 to compile tried-and-true methods and frameworks that would assist General Practice Owners in building the clinic of their dreams without having to sacrifice their lives in the process.

Their sincere efforts have resulted in the eagerly anticipated book ‘***The Successful General Practice—What they didn’t teach you in Med School***,’ which was released on the 3rd of November. The launch event took place at Brisbane's Hilton Surface Paradise Hotel, with the Project X members of Scale My Clinic in attendance.

“We dedicate this book to the millions of patients who deserve the very best Primary Care available. We also salute General Practice Owners who have often made personal sacrifices and taken on significant risks to impact their communities. We thank all General Practice team members (and their families) for all that you do in both the prevention and treatment of illness, often struggling against a system that does nothing but put obstacles in your way. You deserve every success in life, and it is our intention to continually serve you so that you receive the rewards your efforts merit,” states Dr. Todd Cameron.

Combining more than 35 years of business knowledge and clinical expertise in the General Practice space and drawing from the personal experiences of Drs. Cameron and Patel, ‘*The Successful General Practice—What they didn’t teach you in Med School*,’ presents business formulas and techniques that can be easily understood and implemented by any Practice Owner, regardless of their level of business knowledge and expertise. The book is made even more relatable by the inclusion of numerous real-life examples, such as firsthand accounts and triumphs of their very own Project X members.

In essence, the book elucidates important lessons that Practice Owners do not learn in medical school but truly require in order to improve their businesses, overcome challenges, enjoy higher returns, and strike a better work-life balance while continuing to make a difference in their patients’ lives.Within the pages of this book lie the secrets to building a successful, sustainable, and scalable General Practice.

‘*The Successful General Practice—What they didn’t teach you in Med School*’ e-book is available for sale online. Please visit <https://smc.scalemyclinic.com.au/the-successful-general-practice-book> to get your copy!

For more information about Scale My Clinic and its services, please visit [www.scalemyclinic.com.au](http://www.scalemyclinic.com.au).

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**ABOUT THE AUTHORS:**

**Dr Todd Cameron**

Todd is a GP Owner who opened his first clinic in 2003 in Caroline Springs. He and his team grew Modern Medical to a network of nine locations.

A founding Board Member of ASX listed BGD later Zenitas(ASX:ZNT) Todd switched from running medical clinics to conducting due-diligence and saving owners from their own mistakes. As a founder of Scale My Clinic, Todd’s personal mission is to give GP clinic owners their lives back and create financially sustainable GP Practices.

He does this by helping Project X members design better teams and systems which open the door to excellence.

**Dr Sachin Patel**

During his early years of running his own medical clinics, Sachin found himself caught up in urgent demands and struggling with feelings of overwhelm.

After travelling near and far to learn from some of the best strategic and spiritual thinkers in the world, he implemented their teachings and both he and his businesses underwent transformational change. Following this experience, Sachin made it his mission to share this information to help teach other General Practice Owners.

Teaming up with Todd, Sachin is motivated to serve a growing community of positive, successful Practice Owners.

**ABOUT SCALE MY CLINIC:**

[Scale My Clinic](https://www.scalemyclinic.com.au/) was founded in Melbourne in 2019 with the vision of creating impact and serving the General Practice community in Australia. With over 35 years of combined business knowledge and clinical expertise in the General Practice space, Co-Founders Dr Todd Cameron and Dr Sachin Patel established [Scale My Clinic](https://www.scalemyclinic.com.au/) – Australia’s only business coaching service exclusively dedicated to helping private GP Owners improve their businesses, overcome challenges, enjoy higher returns, and strike a better work-life balance as they continue to make a difference in their patients’ lives. [Scale My Clinic](https://www.scalemyclinic.com.au/) provides industry-proven methods and techniques in Business Excellence to propel clinic growth and create successful results in any General Practice–startup, small, large or multi-site!