



# **AIR Launch Program**

## **All In Remote Physician Academy**

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# RECOMMENDED READING LIST

The following resources can serve as additional tools offering support during this journey. Watch, listen, read and learn through these tried and true methods.

| Book Title  | What It Teaches   | Amazon Link   |
|---|---|---|
| <b>The 7 Habits of Highly Effective People</b>        | A principle-centered approach for solving personal and professional challenges through proactive habits.  | <a href="https://www.amazon.com/Habits-Highly-Effective-People-Powerful/dp/0743269519">https://www.amazon.com/Habits-Highly-Effective-People-Powerful/dp/0743269519</a> |
| <b>Rich Dad's Cashflow Quadrant</b>                   | Explains the four types of people when it comes to making money (Employee, Self-Employed, Business Owner, Investor), and how to move towards financial freedom. | <a href="https://www.amazon.com/Rich-Dads-CASHFLOW-Quadrant-Financial/dp/1612680060">https://www.amazon.com/Rich-Dads-CASHFLOW-Quadrant-Financial/dp/1612680060</a>     |
| <b>Kaizen: The Key to Japan's Competitive Success</b> | Focuses on continuous, incremental improvement to achieve long-term success in business and personal development.   | <a href="https://www.amazon.com/Kaizen-Key-Japans-Competitive-Success/dp/007554332X">https://www.amazon.com/Kaizen-Key-Japans-Competitive-Success/dp/007554332X</a>     |
| <b>The Obstacle is the Way</b>                        | Using stoic philosophy, it teaches how to turn obstacles into opportunities by embracing challenges as the path to growth.                                      | <a href="https://www.amazon.com/Obstacle-Way-Timeless-Turning-Triumph/dp/1591846358">https://www.amazon.com/Obstacle-Way-Timeless-Turning-Triumph/dp/1591846358</a>     |
| <b>Atomic Habits</b>                                  | Teaches how to form good habits, break bad ones, and master the small behaviors that lead to success.   | <a href="https://www.amazon.com/Atomic-Habits-Proven-Build-Break/dp/0735211299">https://www.amazon.com/Atomic-Habits-Proven-Build-Break/dp/0735211299</a>               |
| <b>Mindset: The New Psychology of Success</b>         | Explores the difference between a fixed mindset and a growth mindset, and how embracing challenges and learning can lead to success.                            | <a href="https://www.amazon.com/Mindset-Psychology-Carol-S-Dweck/dp/0345472322">https://www.amazon.com/Mindset-Psychology-Carol-S-Dweck/dp/0345472322</a>               |

## Foundation and Mindset

This month is about laying the groundwork for your success in telemedicine. You'll focus on **building a growth mindset, understanding the basics of telemedicine, setting up your technology, and starting the licensure process** if needed. It's about ensuring you're ready for the journey ahead.

## Embracing New Beginnings

The first step in any new venture is important. This week, reflect on how you approach starting something new, both mentally and practically, as you set the foundation for your telemedicine career.

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**What are some of the things you do not know how to do, but you aim to master by end?**  
*What are those fixed growth thoughts where you need to add "yet" to the end?*

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**What is one new challenge you're excited to tackle in the coming weeks?** *Licensing documents, reviewing your state requirements, reviewing your resume? Pick and tackle it.*

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**What new skills or knowledge did you learn this week?** *How will these new skills help you in your telemedicine career? What resources helped you, and what might you need more of?*

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# PERSONAL SWOT ANALYSIS

As a physician transitioning into telemedicine, it's crucial to understand not just the clinical world but also yourself as a professional. A **SWOT Analysis**—which stands for Strengths, Weaknesses, Opportunities, and Threats—will help you understand where you stand as you build your business. It's a fun and insightful way to evaluate your skills, recognize opportunities, and spot challenges early on.

## Let's Get Started!

### Strengths

What are you amazing at? Is it your deep knowledge of healthcare? Your existing patient base? Perhaps it's your reputation for patient care or your ability to handle stress like a pro. Write down at least three things that make you a standout as a physician entrepreneur.

**Example:** "I have strong clinical knowledge and already have a network of referring physicians."

**Weaknesses** Every entrepreneur has them! Maybe business management isn't your strongest suit, or you're not as familiar with the tech side of telemedicine. The goal is to identify areas that need work, so you can address them before they become roadblocks

**Example:** "I have limited experience managing finances and marketing my services."

### Opportunities

As a physician entrepreneur, you have access to unique opportunities—think of new telemedicine services, collaborations, or opening your own practice. Spot at least three opportunities.

**Example:** "I can expand my services to other states via telemedicine or offer niche healthcare services like mental health or chronic care management."

**Threats** This is where you think about potential obstacles. What could slow down your business? Is it competition, licensing challenges, or regulations? Identifying threats means you can prepare for them in advance. List at least three possible threats.

**Example:** "The regulatory environment in different states may limit my ability to practice."



# PERSONAL SWOT ANALYSIS

| STRENGTHS     | WEAKNESSES |
|---------------|------------|
|               |            |
| OPPORTUNITIES | THREATS    |
|               |            |



# GOAL PLANNER

Created     /     /     To Achieve By     /     /     Achieved     ☐

| GOAL |
|------|
|      |

| ACTION STEPS |
|--------------|
| 1 _____      |
| 2 _____      |
| 3 _____      |
| 4 _____      |
| 5 _____      |

| MOTIVATION |
|------------|
| _____      |
| _____      |
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| STRATEGY & NOTES |
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| _____            |
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| PROGRESS TRACKER |
|------------------|
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| REWARDS FOR COMPLETING |
|------------------------|
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| _____                  |
| _____                  |
| _____                  |



# WEEKLY REVIEW

Day:

Month:

Year:

## Weekly Review

SUMMARIZE KEY EVENTS AND ACCOMPLISHMENTS  
FROM THE WEEK.

## Achievements

WHAT WERE YOUR MAJOR ACHIEVEMENTS  
THIS WEEK?

## Wins

LIST THREE THINGS YOU'RE PROUD OF ACTING ON THIS WEEK

## Priorities

IDENTIFY KEY PRIORITIES AND GOALS FOR THE UPCOMING WEEK.



TO START



OK



DELAY



STUCK



CANCEL