```
                          ┌──────────────────┐
                          │   Patient Base   │
                          └──────────────────┘
                                   │
   ┌───────────┬───────────────┬───────────────┬───────────────┐
┌──────────┐ ┌──────────┐ ┌──────────┐ ┌───────────────┐ ┌──────────┐
│ Awareness│ │  Value   │ │  Access  │ │Direct Referral│ │  Places  │
└──────────┘ └──────────┘ └──────────┘ └───────────────┘ └──────────┘
```

Awareness	Value	Access	Direct Referral	Places
Print Media	Responsiveness	Late Clinics	Specialists	LTCH
Signage	Price	Qulick Clinics	Allied Health	Hospitals
Social Media	Service	Telehealth	Community Health	Home
Website			Patients	

Reference: General Practice Management Toolkit