



## Tracy Hole

### Founder

Tracy Hole is a former GP Practice Manager and now runs Ash Lane Consulting who are dedicated to helping practices improve their business performance through cost savings, efficiency improvements and increased revenue.

Tracy is the recognised expert in how to manage Personally Administered Items, an area that is often a source of mystery to Practice Managers. Tracy works with practices to deliver immediate and lasting improvements in income.



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**Founder**  
**Ash Lane Consulting**

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