

BUSINESS TRAINING

FOR HEALTHCARE PRACTITIONERS

Build Your Practice

Avoid Costly Management Errors

Minimize Practice Stress

BUSINESS ESSENTIALS

FOR THE HEALTHCARE PRACTITIONER

LEVEL 1

APRIL 25&26 2020

BMO INSTITUTE FOR LEARNING

3550 Pharmacy Ave,
Scarborough, ON M1W 3Z3

SEMINAR TOPICS

MARKETING ESSENTIALS

Developing your brand, value proposition & referral channels. Market segmentation & targeting. Performing your market analysis and creating your business plan. Digital marketing content creation and advertising strategies.

FINANCIAL LITERACY 101

Effective management of your personal & business finances. Debt repayment strategies. Understanding financial statements. Business incorporation considerations. Financial planning for startups and growth.

SECURING THE DEAL

Negotiating for success. Understanding key agreement/contract terms. Effectively performing your due diligence. Communicating & engaging your key business stakeholders. Key communication for treatment compliance.

“Finally, a comprehensive, ethical, value-packed program on the “business” of being a healthcare practitioner. How you manage everything outside of the treatment room is paramount to your success as an individual, as well as the positive impact you can have on your patients and your community” – Dr. Shawn Thistle, BKin (Hons), DC

SEMINAR ITINERARY

SAT, APR 25 th	SESSION SUBJECT	LECTURE TOPICS
8:00am - 12:30pm	Marketing Essentials	Introduction & Welcome Brand Identity & Value Propositions Analyzing the Market Business Planning
12:30pm - 1:30pm	Lunch	Digital Marketing Content Creation
1:30pm - 5:30pm	Marketing Essentials	Strategic Advertising
SUN, APR 26 th	SESSION SUBJECT	LECTURE TOPICS
8:30am - 12:30pm	Financial Literacy 101	Accounting Basics Managing Finances & Debt Understanding Financial Statements Incorporating Your Business Financial Planning for Growth
12:30pm - 1:30pm	Lunch	
1:30pm - 4:30pm	Securing The Deal	Negotiations (Role Playing) Agreements/Contracts Due Diligence Stakeholder Engagement Key Communication

“ The Practicality course material truly incorporates all of the key business elements every healthcare practitioner should know, regardless of your practice setup. I see the insight and business acumen gained from this course paying for itself multiple times over even before your first day in practice!” – Dr. Warren Hefford, BSc, MSc, DC, FRCSS(C)

Weekend Seminar - April 25 & 26, 2020
 Location: BMO Institute for Learning
 3550 Pharmacy Ave, Scarborough, ON M1W 3Z3
 Free Parking on Site
 Buffet Lunch, All-Day Snacks & Refreshments
 Included Rate: Super-Early Bird (Feb 29th) \$599 + HST
 Registration Online: www.practicality.com

All cancellation requests must be submitted in writing to Practicality Healthcare Business Solutions at info@practicality.com. Cancellations received 45 days or more prior to the seminar date will be eligible for a refund, less a \$75 administration fee. Cancellations received within 45 days of the seminar date will not be eligible for a refund. No refunds will be given for no-shows or for partial attendance. Seminar itinerary subject to change.