

PRACTICE MANAGEMENT I

COURSE DESCRIPTION

Upper level student will survey the clinical practices of medicine, including osteopathy, dentistry, psychology, nursing, chiropractic, podiatry, naturopathy, and homeopathy to familiarize practitioners with the practices of these health care providers. Additionally, students will learn to develop appropriate referral networks and discover the essentials of business in support of their post-graduate employment, including establishing a private and/or group practice as well as working in an integrated setting, including managed care.

LEARNING OBJECTIVES

Upon completion of this course, interns will be equipped to:

Maximize their time in the school clinic by knowledgeably communicating with patients and becoming skilled at patient retention.

Think about how they will market themselves to their community, other medical professionals

Communicate with the public both on a one-to one basis, publically speak to a group, and create a presence online.

Develop business skills to take into the world post-graduation to begin building their practice and their careers.

COURSE PREREQUISITIES

Mid-Curriculum Exam

REQUIRED TEXTS

Class Notes and Handouts

Points for Profit: The Essential Guide to Practice Success for Acupuncturists, by Wolfe, Strand & Allen

RECOMMENDED TEXTS

Building Your Ideal Private Practice, A Guide for Therapists and Other Healing Professionals, by Lynn Grodzki, W.W. Norton and Co. Being Successful,

The McCain Method for a Successful Private Health Care Practice, by Sally Arent McCain, self-published

COURSE REQUIREMENTS

1. Goal statements in business, money, personal, social, family, fun and spiritual.

2. A 5 to 10 minute presentation on Acupuncture, a treatable condition, simple and aimed at patients. Bring a copy for each student in class.

3. Purchase 10 Acupuncture Answer Books and use the Pass It On Concept.

GRADING SCALE: 100-90% A, 89-80% B, 79-70% C, 69% and below F

SPECIAL NOTES

Professionalism and Full and Prompt Attendance: To pass any course (separate from academic performance) all students must meet requirements for professionalism in coursework. Professionalism includes full and prompt attendance: Students who miss more than 2 class meetings in a 10-week course will earn an F in that course.

Additionally, students who arrive more than 15 minutes to class or leave class before it ends will be marked tardy. Two tardies equal one absence. NOTE: Students who leave and return to class late from a break or leave during the class (especially if this is repeated) or who disrupt the class in other ways may be referred to the Academic Dean for professionalism.

CLASS ONE (The syllabus is subject to change at the discretion of the instructor.)

1. Patient-Practitioner Communication- Patient Rapport
 - a. What to say and how to say it (and how not to say it).
 - b. Self-care while in the clinic- body and mind
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CLASS TWO

2. Who is on your schedule? Maximizing your time with the patient by being PREPARED
 - a. How to get patients, checking the intern weekly schedule, knowing your patients and their complaints/history in advance. Doing advance research on conditions, researching ahead for the next visit
 - b. Documentation: Keeping good clinic notes- why is this important?
 - c. Homework: For week 3, read Section 2, Chapter 11 in PFP
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CLASS THREE

3. Develop and communicate a treatment plan to the patients.
 - a. Frequency and duration, herbs, diet, exercise, meditation
 - b. Patient Retention: Why do they need to come back? What are we doing for them? What to tell the patient.
 - c. How does our medicine work? Translating our medicine and our lingo into a language that the patient can understand
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CLASS FOUR

4. Business card strategy
 - a. To whom should you give your cards? How should you distribute to get more clients?
 - b. Homework for Week 5: Read Section 1 Ch 2&3 in PFP
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CLASS FIVE

5. Goals and Vision Board.
 - a. What defines you and your practice? WHO ARE YOU?
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CLASS SIX

6. Marketing in the community
 - a. How do you market yourselves as unlicensed interns? Networking.
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CLASS SEVEN

7. It's a web-centered world. (2 weeks)
 - a. Creating a web presence- how will you market yourselves? Facebook, LinkedIn, your own webpage? What will it look like? Content? Aesthetics? What are you selling? Who is your audience?
 - b. Homework for week 8 and class time will involve looking at some of these options and sites. For week 8, you will present ideas for your web page, business name, and information you want included on your website.
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CLASS EIGHT

Presentations! Present your ideas for your web page, business name, and information you want included on your website.

CLASS NINE

1. Community Education (2 weeks)

- a. Lectures, community speeches, medical professionals. Who? Where? How?
- b. Planning a presentation- how does acupuncture work, why do we need it, what is this medicine about, who are you, why are you different?

Homework for week 10: Write out a 5-minute speech that you could give to the local Lion's Club, community center, or health fair. Speech should be intended for laypeople, should include what acupuncture is, why it is useful, what it is used for, who needs it, and why they should go see you.

CLASS TEN

Presentations! Present your 5-minute speech that you could give to the local Lion's Club, community center, or health fair. Speech should be intended for laypeople, should include what acupuncture is, why it is useful, what it is used for, who needs it, and why they should go see you.

CLASS ELEVEN

REFERENCE MATERIAL

FACULTY INFO

Allen, Marilyn

Please check with instructor during class to get updated contact info.

800.838.0383

Marilyn Allen teaches and lectures extensively on behalf of the TCM profession. She teaches Practice Management as well as Ethics and Jurisprudence to seniors in the MTOM Program. She is the current editor of Acupuncture Today.