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COURSE DESCRIPTION

Upper level students will continue learning the competencies and information required for successful post-graduate clinical practice. Topics include follow-up care, final review, and functional outcome measures; prognosis and future medical care; case management for injured workers; insurance including Medicare and Medicaid; knowledge of use of CPT and ICD-9 billing codes; role of Qualified Medical Examiners; medical report writing; medical testimony and independent medical review; special care; and seriously ill patients, including emergency procedures.

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LEARNING OBJECTIVES

This course will enable students:

- a. To understand the synergistic nature of the professional, ethical, financial and marketing skills necessary to run a primary health care practice in the USA in the 21st Century.
- b. To understand how to set up, run, and/or maintain a viable practice.
- c. To understand first hand the inner workings of an acupuncture office.
- d. To understand the ins and outs of managed care.
- e. To develop skills and tools for self-promotion and promotion of AOM within the integrative medical and western medical healthcare system.

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COURSE PREREQUISITES

Mid-Curriculum Examination, Practice Management I

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REQUIRED TEXTS

Points for Profit

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RECOMMENDED TEXTS

Think and Grow Rich

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COURSE REQUIREMENTS

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

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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 given ½ absence towards attendance. 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 earn an F in that class and/or be referred to the Academic Dean for professionalism.

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

1. Get Up and start your practice! Read section one in Points for Profit
- Goals and Vision Board

**EMPEROR'S COLLEGE  
MTOM COURSE SYLLABUS  
PRACTICE MANAGEMENT II**

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CLASS TWO

2. Business set-up, checking account- Read section two in Points for Profit

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CLASS THREE

3. Dispensary Guidelines

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CLASS FOUR

4. Bloodborne pathogens/OSHA/HIPPA

-Make a Policies & procedures notebook- regulations for HIPPA-

-Purchase for class a 4-inch wide notebook and 12 dividers

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CLASS FIVE

5. Financial policy

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CLASS SIX

6. Insurance- Read section three in Points for Profit

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CLASS SEVEN

7. Marketing- Read section four in Points for Profit

-Website design

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CLASS EIGHT

8. Speeches- outside, to other medical providers; relationships with Medical Doctors

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CLASS NINE

9. Section 4/Chapter 5- Business Plan/Presentation folder

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CLASS TEN

10. Communications Packet

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CLASS ELEVEN

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REFERENCE MATERIAL

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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.