

COURSE SCHEDULE/OUTLINE

Starting and Building Your AOM Practice

Saturday, July 28, 2018 at the Academy of Chinese Culture and Health Sciences, 1600 Broadway, Oakland

From	To	Course content to be covered during this time:
9:00 a.m.	10:00 a.m.	Self-assessment: key issues and questions to keep asking <ul style="list-style-type: none"> • What and why: spirit, vision, mission, values and intentions • What and when: specific and real needs, goals, priorities, timelines/deadlines • Who are you and who are they: your self-identity and mutual attraction population of patients, providers and conditions • Where: assessing and choosing community/environment, macro- and micro- • How: what resources do you have, how will you access what you need • Developing your practice “model”
10:00 a.m.	11:00 a.m.	Further education and training: strategic prioritization <ul style="list-style-type: none"> • Degrees, licenses and board specialty programs • Continuing and complementary education • Apprenticeships vs. exploitation and fee-splits • Work experience in related medical fields
10:30 a.m.	11:30 p.m.	Essentials and strategies for starting to practice <ul style="list-style-type: none"> • Legal and insurance requirements: don’t start without these! • Methods of getting started: subbing; home visits; home office; leasing rooms vs. master lease; purchasing a “turn-key” practice.
11:30 a.m.	1:00 p.m.	Business planning basics <ul style="list-style-type: none"> • Assessing and financing your essential start-up costs • Fee-setting, length of visits, and the appointment schedule • Break-even analysis: how many visits/day will you need to make ends meet?
(Lunch)		
2:00 p.m.	3:30 p.m.	Ethical patient attraction and retention: doing well by doing good <ul style="list-style-type: none"> • Optimizing patient experience and internal marketing: treatment plans, outcome assessments, soliciting feedback, and follow-up communication • Referral-building strategies and marketing yourself to professionals • Basics of external marketing and webvertising: dos and don’ts
3:30 p.m.	5:00 p.m.	Practice management essentials <ul style="list-style-type: none"> • Practice management and health records: choosing and developing systems • Risk management, documentation essentials, and malpractice defensibility • Patient communication systems; phone, web-based, etc. • Customer service and reception skills • Clinic policies, operating procedures, and scripts
5:00 p.m.	6:00 p.m.	Insurance, billing and collections basics <ul style="list-style-type: none"> • DIY billing systems vs. contracting out • Understanding managed care: to join or not to join? • Work Comp and personal injury • Laws, ethics, and reputation (“good will”)

Provider No. ____1225_____