



How to Build a Successful Allied Health Practice

PHN ONLINE EDUCATION SERIES

The PHN is partnering with a Professional Business Coach to offer Allied Health a series of free online learning webinars previewing the major areas of running a successful practice. The webinars are offered as 3 x one-hour 'lunch and learn' and 2 x evening sessions from February to June 2022. Topics covered will include managing finances, optimal operations, efficient processes, and marketing.

Each session will provide a topic specific overview and include interactive application using participants' own data and information to address key specific priorities and actions. Supporting materials will also be provided for each session with opportunities for Q&A.

SPEAKER: **Marcus Kroek** has been a business coach since 2005 which was a natural progression from owning businesses and being employed across many areas including retail, importing, wholesale, transport and education. He holds a Bachelor of Education (Honours) and numerous coaching accreditations including Life, Team, Business and Executive Coaching from Results Coaching Systems and ActionCOACH. Starting his career teaching HSC Science, Marcus has evolved his skills to coaching numerous business owners to become successful leaders of high-performance teams.



WHO: **Allied Health professionals** who are employed by or run a practice and wish to improve their business knowledge.

WHERE: **Online via Microsoft Teams.** While the sessions are created to form a series, you are welcome to attend standalone sessions.

These webinar sessions will be recorded and become available in the [PHN Education Library](#). For all webinar enquires please contact the PHN Education Team at education@thephn.com.au

How to Build a Successful Allied Health Practice

SESSION: 1) THE PURPOSEFUL PRACTICE: A clear future Wednesday 16th February, 12:30 pm – 1:30 pm



During this interactive session we will explore the purpose and goals of your practice from a personal, financial and practical position. We will explore the roles, tasks and responsibilities of each member of the team and the importance of behaviours and culture within a practice. **By the end of this session** you will be able to identify practice goals and purpose and understand the alignment to roles, responsibilities and culture within the practice.

RSVP: Please [click here](#) to watch the recording for session 1 in our Education Library

2) THE PROFITABLE PRACTICE: No more cash headaches Tuesday 15th March, 12:30 pm – 1:30 pm



This session will review the financial management aspects of a practice and why the general accepted accounting principles don't always work. Marcus will introduce the Profit First system of Cash Management and why its psychology and behaviours work. **By the end of this session** you will increase your confidence in reading financial statements and be able to construct a system to ensure expenses are paid and along with regular take home pay.

RSVP: Please [click here](#) to watch the recording for session 2 in our Education Library

3) THE SERVICE PRACTICE: Turning purpose into profit Wednesday 27th April, 12:30 pm – 1:30 pm



This session will cover the link between defining the service and achieving the vision of the purposeful practice. The profit for purpose formula will be introduced with strong alignment to providing a professional and comprehensive service and treatment plan. We will explore how to reverse engineer your practice for profit. **By the end of this session** you will understand how to apply the profit for purpose formula to achieve the desired profit within the practice, whilst also providing ethically responsible therapies and services.

RSVP: Please [click here](#) to watch the recording for session 3 in our Education Library

4) THE STAND OUT PRACTICE: Turning purpose into patients Wednesday 18th May, 6:30 pm – 8:00 pm



This session will look at what makes a practice unique, how to stand out from the crowd and how to communicate your unique service proposition. Allied Health professionals are familiar with clinical measures, but let's explore how you can apply these skills to measure your business standards and processes. We will review the 'Prospect to Patient' process. **By the end of this session** you will identify what makes your practice unique and how to communicate this effectively and the ability to identify and apply measures to monitor practice success.

RSVP: Please [click here](#) to watch the recording for session 4 in our Education Library

5) THE EFFICIENT PRACTICE: Home in time for dinner Tuesday 28th June, 6:30 pm – 8:00 pm



We will explore what an ideal week would look like focusing on always starting with the end point in mind. We will explore the methods for achieving a productive and efficient diary and discuss automating process and customer service. Work life balance can be achieved. **By the end of this session** you will be able to construct an efficient and productive week that gets you home in time for dinner.

RSVP: Please [click here](#) to register for session 5