



PRACTICE MANAGEMENT: PRACTICE MANAGEMENT SKILLS HEALTHCARE MARKETING SKILLS DIRECT SALES SKILLS

Practice management, healthcare marketing skills, and direct sales involves understanding business systems, how business flows, managing resources, building new business markets, ensuring clients satisfaction, and understanding how to reach your ideal clients for the growth of an organization, and how to sell your services. In this course you will learn how to grow business by: understanding the practice management process, business systems and how it impacts results, targeting prospects, engaging clients, and drawing in your network to support your growth. In addition you will develop a business engagement system unique to your business clientele. Overall, the course will help you build the business development skills you need to grow your company or organization.

Program Delivery: In Person/Onsite
Course Hours: 67
Investment: \$10,050.00/ per person

Register Contact:
Denise Baril / WSN
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THE LEARNING PROCESS

In this course you will learn about the art of practice management, healthcare marketing, and direct sales skills to serve your clients and grow new business. The course will be interactive and hands on to apply the skills to your unique business needs and industry.

Practice Management: 24 Hours

- Understanding the business system and communicate service offerings.
- Improve the patient engagement process.
- Trouble shooting to close leaks in business system.
- Team communication for business development.
- Creating and communicating exceptional patient care.
- Client tracking (patient treatment plan scheduling) and follow up.
- Bookkeeping, maximizing online booking, and data entry.
- Learning about patient education and expectations.
- Mastering recalls, listening skills, and how to best reach patients.
- Supportive communication to get team engaged and onboard.
- Homework assignments/ review to action learning sessions.

Healthcare Marketing: 21 Hours

- Knowing and communicating your business value.
- Target marketing to reach ideal patients.
- How to use social media to grow business.
- Creating a system to engage a business audience.
- Creating promotional materials for events/ lunch and learns.
- Preparing and operating a follow up system in marketing.
- Networking and referral systems.
- Homework assignments/ review to action learning sessions.

Direct Sales: 22 Hours

- Filling your business funnel for activity.
- Prospecting and relationship selling.
- Identifying needs (why patients buy your services)
- Presentation skills for influence.
- Overcoming objections.
- Closing sales.
- Homework assignments/ review to action learning sessions.

LEARNING OUTCOMES

Upon completion of the course you will be able to:

- Develop and assess business leaks to understand how to improve business outcomes.
- Have a plan on how you will move forward strategically to grow business.
- Demonstrate the practice management skills through application of activities with prospects, patients and team members.
- Develop the skills to effectively network and communicate with colleagues, clients, and business prospects.
- Learn how to professionally refer people to colleagues and for new business.

- Learn how to use marketing to reach your ideal patient.
- Learn bookkeeping skills and record management for improved business management.
- Learn how to effectively ask for referrals and listen for opportunities.
- Develop communication skills to grow long term business relationships in person and online.
- Build a higher level of trust, rapport, and credibility with prospects and patients.



DESIGNED FOR:

Employees who are in positions of business development or management in healthcare. Also designed for business owners and professionals who want to improve their business development skills through training.

INSTRUCTOR:

Denise Baril, CEO

Workplace Speaker Network

Denise is the founder of the Workplace Speaker Network (WSN). Denise's innovative business match making firm, WSN was listed in the top 500 companies in North America by Leadership Excellence, USA. Denise is a business trainer, coach, and strategic connector, serving both businesses and industry associations in Canada.

Denise's ability to see inside healthcare organizations to find leaks and opportunity in business makes her style both strategic and hands on for action-oriented results. Denise is a past board member (Marketing Director) for The International Executive Association, and past board member for Doors Open YYC. Denise is a visiting instructor at Southern Alberta Institute of Technology on Extreme Networking. Denise has also been a business instructor and business coach at MKS Learn (accounting firm serving start up business community in Alberta, Canada). Denise also consults on business development for private clients.

Denise is a collaborator in community getting active with non profit organizations and industry associations: Calgary Women in Energy, Inn From The Cold, Bowwest Community Resource Centre, Human Resources Institute of Alberta, Economic Development Association of Canada, Alberta Occupational Health Nurses Association, Enactus Canada, Faculty of Graduate Studies (University of Calgary), Doors Open YYC, and the Calgary Stampede.

Register now:

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Call (403) 620-5010 for group registrations

To request a free consult on training or to access grant funding contact us at (403) 620-5010.