

# CPD EVENT RECORD - LEARNING WITH OTHERS

## CLINICAL SUPPORT DISCUSSION

with Steven Bruce & Claire Short

**LIVE EVENT**

15th January 2025

**50**  
minutes

### Summary

This discussion covered different elements of marketing, exploring strategies to improve patient numbers while adhering to ethical guidelines about professionalism and financial responsibility. Included in the discussion were options such as Groupon, treatment package discounts, social media use, newsletters and paid advertising.

NICE Guidelines:

### Principles and Standards of Practice

OSTEOPATHIC THEMES (Osteopathic Practice Standards 2019)

- A. Communication and patient partnership: A3
- B. Knowledge, skills and performance: B1, B2, B4
- D. Professionalism: D1, D7, D8

### Certification

This certificate confirms that

**David Gray**

participated in this CPD event



**S L BRUCE, APM Director**

*Please note: the time shown on the certificate reflects the duration of the event. When claiming your CPD, you should ensure that you only claim for the time you were present. In the event of an audit, APM records can be used to show the time at which you logged in.*

**Evaluation, Reflection and Impact on Practice** *(this part of the certificate is **not** automatically generated - it has been entered by the participant)*