

# CPD EVENT RECORD

## BKB SYNDROME

with Gilly Woodhouse

**Recording:**  
*Learning  
by Oneself*

### Summary

This discussion concerned the problem of so many practitioners being "Busy, Knackered and Broke". It was a discussion of how to run a business more efficiently, and to grow it effectively. The ethics of pricing were explored, together with various aspects of marketing.

Much emphasis was placed on the need for practitioners to out-source administrative tasks in order to provide themselves with either breathing space or time to treat more patients.

The application of GDPR to patient notes and to marketing was explained.

### Chiropractic Code 2016

**A** Put the health interests of patients first

A1 A2 A3 A4 A5 A6 A7

**B** Act with honesty & integrity. Maintain the highest standards of professional/personal conduct

B1 B2 B3 **B4** B5 B6 B7 B8 B9

**C** Provide a good standard of clinical care and practice

C1 C2 C3 C4 C5 C6 C7 C8 C9

**D** Establish and maintain a clear professional relationship with patients

D1 D2 D3 D4

**E** Obtain informed consent for all aspects of patient care

E1 E2 E3 E4 E5 E6 **E7**

**F** Communicate properly and effectively with patients, colleagues and other healthcare professionals

F1 F2 F3 F4 F5 F6

**G** Maintain, develop and work within your professional knowledge and skills

**G1** G2 G3 G4 G5 G6

**H** Maintain and protect patient information

**H1** H2 H3 H4 H5 H6 H7

### Certification

This certificate confirms that

**Daniela Witten on 04/05/2022**  
participated in this CPD event

  
S L BRUCE, APM Director

**90**  
minutes

**Learning by Oneself**  
Recorded

### Confirmation

I confirm that this is an accurate reflection of my learning during this event.

Signed: .....

### Osteopathic Practice Standards 2019

**A** Communication and patient partnership

A1 A2 A3 A4 A5 A6 A7

**B** Knowledge, skills and performance

B1 B2 **B3** B4

**C** Safety and quality in practice

C1 C2 C3 C4 C5 C6

**D** Professionalism

**D1** D2 D3 D4 **D5** D6  
D7 D8 D9 D10 D11 D12

Objective Activity: None  
Communication & Consent: No

  
Academy  
of PHYSICAL MEDICINE

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

I have worked with Gilly in the past. It is always refreshing to hear Gilly discuss ways to improve the efficiency of my practice