

CPD EVENT RECORD

RECESSION-PROOFING YOUR PRACTICE

with Gilly Woodhouse

Live Event:
Learning
With Others

Summary

This was a refreshing and reassuring examination of how to run a practice in the face of looming economic difficulties, and covered issues such as pricing and cost-effective marketing. The pros and cons of leafleting, online booking, patient reviews and of discounts were discussed, as well as the importance of measuring the return on any investment.

Chiropractic Code 2016

A Put the health interests of patients first

A1 A2 A3 A4 A5 A6 A7

C Provide a good standard of clinical care and practice

C1 C2 C3 C4 C5 C6 C7 C8 C9

E Obtain informed consent for all aspects of patient care

E1 E2 E3 E4 E5 E6 E7

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

G1 G2 G3 G4 G5 G6

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

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

D Establish and maintain a clear professional relationship with patients

D1 D2 D3 D4

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

F1 **F2** F3 F4 F5 F6

H Maintain and protect patient information

H1 H2 H3 H4 H5 H6 H7

Certification

This certificate confirms that
Rubina Ali
participated in this CPD event


S L BRUCE, APM Director

45
minutes

Learning with Others
Live, online discussion
5th September 2022

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

C Safety and quality in practice

C1 C2 C3 C4 C5 C6

B Knowledge, skills and performance

B1 B2 B3 **B4**

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)

This discussion provided useful reassurance about my pricing policy and my approach to marketing my business ethically during this period of economic difficulty. I can use the advice provided to ensure that my practice continues to thrive, and I am therefore able to provide help to those in need.