

# CPD EVENT RECORD

## COLOURS, LOGOS AND WEBSITES - COMMUNICATING YOUR BRAND

with Trudie Avery

**Live Event:**  
Learning  
With Others

### Summary

This event was all about how use of colour and design influences the way a prospective patient might view one's services. The pros and cons of different colour combinations, logo designs and websites were discussed. The effect of different email styles was also mentioned. The merits of home or amateur design and professional work were compared.

### 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  
**Gayathri Liyanaarachchi**  
participated in this CPD event

  
S L BRUCE, APM Director

**45**  
minutes

**Learning with Others**  
Live, online discussion  
29<sup>th</sup> 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

**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)

Although this was not medically related, the training has an indirect on my ability to help patients: sensitive branding might encourage more people to try my services; it might inspire greater confidence, leading to better outcomes; and the reassurance I have had over the design of my website etc frees me up to treat more patients.