

CPD EVENT RECORD

GETTING THE BEST FROM GOOGLE

with Nicola McLennan

Recording:
*Learning
by Oneself*

Summary

In this discussion, the latest developments in the Google My Business platform were explained, and detail was provided on how to implement those changes quickly, easily and without spending money.

In particular, the advent of direct messaging through GMB in conjunction with Google Maps was highlighted, along with the need to post new content regularly. Types of content were explained, and the difference between these and social media posts made clear.

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

participated in this CPD event


S L BRUCE, APM Director

45
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)