

# CPD EVENT RECORD

## MARKETING

with Gilly Woodhouse

**Live Event:**  
*Learning  
With Others*

This discussion ranged across various marketing techniques and opportunities. The value of sharing personal information, to add a human face to a business, explored and the importance of using video was emphasised, although it was recognised that some patients might be put off by graphic or anatomical visual aids.

Linked In, X, Facebook, Tic Toc and Instagram were compared and the merits of both electronic and hard-copy newsletters explored.

Advertising standards were discussed and the role of the ASA explained.

Google Ads were recognised as potentially very effective, but a cautionary note was sounded over potential expense.

### 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

Equality, Diversity & Inclusion: No

### Certification

This certificate confirms that

participated in this CPD event

  
S L BRUCE, APM Director

**90**  
minutes

**Learning with Others**  
Live, online discussion  
4<sup>th</sup> September 2023

### 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)