

Your Private Practice Getting It Right Workshop

Presenter: Jane Palmer

Program

NOTE: Workshop times may vary with different locations and venues. Please check starting times on your registration confirmation email.

Time	Topic
9:00 am	<p>Business 101</p> <ul style="list-style-type: none"> • Business structures • Business planning • Insurance • Accounting • Resources <p>The Nuts and Bolts – setting up your private practice</p> <ul style="list-style-type: none"> • Introduction
	A 15 minute break will be taken during this session
11.00 am	<p>The Nuts and Bolts – setting up your midwifery practice (continued)</p> <ul style="list-style-type: none"> • Midwifery Kit and supplies • Keeping Records and filing systems • Australian Health Practitioner Regulation Agency Requirements • Acts relevant to private practice • Collaborative relationships • Setting realistic fee for service • Medicare eligibility • Explore what services to provide • How to structure your private practice <p>Gaining the skills for private practice</p> <ul style="list-style-type: none"> • What is like in private practice • Skills need for private practice • Mentorship and support

12.30 pm	LUNCH
1.30 pm	Selling your self - Midwifery Marketing101 <ul style="list-style-type: none"> • Building a community profile • Developing a resource network • Marketing resources • Press releases • Print media – business cards, flyers, brochures and advertisements • Online marketing and social media • Word of mouth
	A 15 minute break will be taken during this session.
2:50 pm	Customer Service <ul style="list-style-type: none"> • Customer services made simple • Appointment management • Client Interviews • Client visits • Complaints management
3.45 pm	What about Me? Looking after yourself <ul style="list-style-type: none"> • Time management • Contingency planning • Preventing burnout • Holidays • Healthcare • Support services for midwives
4.30 pm	Close