

Your Private Practice Getting It Right Workshop

Presenter: Jane Palmer

Module Three: Skills, Marketing and Contingency Planning

NOTE: Workshop times may vary. Please check starting times on your registration confirmation email.

Time	Topic
7:00 pm	<p>Gaining Skills for Private Midwifery Practice</p> <ul style="list-style-type: none"> • Clinical skills • Philosophies • Policies and procedures • Mentoring • Professional support <p>Selling Yourself: Marketing 101</p> <ul style="list-style-type: none"> • Branding • Marketing Ideas • Print media • Social media • Other ideas <p>Customer Service</p> <ul style="list-style-type: none"> • Appointment management • Client interviews • Complaints management • Evaluation <p>Contingency Planning</p> <ul style="list-style-type: none"> • Health care • Time management • Preventing burnout <p>The Possibilities of private practice</p> <p>Open Discussion</p>
9.00 pm	Close