

## Student Clinic Client Recruitment Policy

**Policy Code:** CLI-007      **Version:** 1.0      **Effective Date:** 29September2011

### Purpose:

To detail the requirements for student practitioners to attract or bring their clients to the teaching clinic in order to practice their marketing and clinic promotion skills to enable them to gain confidence to attract clients once in business for themselves.

**Definition of “College”** – *The Australian College of Natural Medicine Pty Ltd (ACNM) trades as Endeavour College of Natural Health, College of Natural Beauty, Fitnation and Wellnation. For the purpose of this policy, any reference to ‘College’ or ‘the College’ should be considered a reference to each and any of these respective trading names and accordingly, the College you are attending.*

### Scope:

- All Campuses
- Campus Teaching Clinics
- Clinic Teachers, Clinic Teaching Assistants and Students

### Policy Statement:

While the College makes every effort to promote the clinics and encourage clientele, students are also expected to promote the College Clinics and to attract clients. This becomes part of the overall clinical training to prepare students to commence their own business where they will need to attract all their clientele.

In the final 50% of their clinic subjects, students are expected to bring at least 3 clients to each of these clinics. Variations to this number must be approved by the clinic supervisor. Failure to either bring the required number of clients to the clinic, or to come to an arrangement with the supervisor, will result in the student failing the clinic.

Strategies to attract clients to the clinic will first be made available in appropriate preclinical skills subjects, including the requirement to attract some clients to clinic. This

and other business related training will continue through to the final clinic.

## Related Procedures:

Not Applicable

**Definitions:** Not Applicable

## Further Information:

**Related Policies:** Not Applicable

**Benchmarking:** Not Applicable

**Supporting Research and Analysis:** Not Applicable

**Related Documents:** Clinic Handbook

**Related Legislation:** Not Applicable

**Guidelines:** Not Applicable

<b>Policy Author:</b>	National Clinic Manager
<b>Policy Owner:</b>	National Clinic Manager
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<b>Recommending Body:</b>	Academic Board Meeting date: 25 November 2010 Agenda Item: 4.1
<b>ApprovalBody:</b>	College Council Meeting date: 29 September 2011 Agenda Item: 15.6
<b>Policy Status:</b>	New
<b>Responsibilities for Implementation:</b>	Academic Executive Program Leaders Clinic Teachers
<b>Key Stakeholders:</b>	Director of Education Head of School Program Leaders Clinic Teachers Clinic Manager
<b>Date for Next Review:</b>	July 2014

Version Summary			
Version	Date	Author	Details
0.1	01Jun11	Geof Spalding	New document
0.2	08Jun11	N Chaperon	Changes to the initial 'Purpose' statement; amending to generic College language.
0.3	08Jul11	N Chaperon	Removed reference to CPE points; sent to Academic Board
0.4	20Sept 11	G Spalding	Changed Policy Title from "Clinic Attraction Client Policy" to "Student Clinic Client Recruitment Policy"
1.0	29Sept11	S Englart	Approved document