

SUBJECT OUTLINE



Subject Name:

Establish and Manage a Practice

Subject Code:

SOCE311

SECTION 1 - GENERAL INFORMATION

Award/s:	Total Course Credit Points:	Level:
Bachelor of Health Science (Acupuncture)	128	Core 4 th Year
Bachelor of Health Science (Naturopathy)	128	Core 4 th Year
Bachelor of Health Science (Nutritional and Dietetic Medicine)	96	Core 3 rd Year
Bachelor of Health Science (Myotherapy)	96	Core 3 rd Year
Bachelor of Complementary Medicine	48	Elective 3 rd Year
Duration:	1 Semester	
Subject Coordinator:	Cherisha Soni (Melbourne campus)	
Subject is:	Core or Elective as noted	Subject Credit Points: 2

Student Workload:

No. timetabled hours per week:	No. personal study hours per week:	Total hours per week:
3	2	5

Delivery Mode:

Face to Face (On campus)	1 x 2 hour lecture	1 x 1 hour tutorial
e-Learning (Online)	Narrated PowerPoint presentations Tutorials: Asynchronous tutor moderated discussion forum and activities Student handouts, web-based resources, live interactive webinars	
Intensive Delivery (Summer School)	Contact hours are delivered over 5 weeks with 2 x 4 hour days delivered per week Content: Combination lecture and tutorial activities Assessment: Case Study - Week 3; Business Marketing Brochure and Presentation - Week 4; Business Plan - Week 5 Full Time Part Time	
Pre-requisites:	Nil	
Co-requisites:	Nil	

SECTION 2 – ACADEMIC DETAILS

Subject Rationale

This subject provides students with the tools to manage and operate a clinical medicine practice by exploring business planning, marketing and finance as well as gaining an understanding of legal and regulatory issues. It also enables students to reflect upon their professional ethical responsibilities in relation to codes of conduct and / or ethical codes within their respective professional associations' membership protocols. Students will also learn how to be prepared for starting their own clinical practice and get familiar with the processes they need to follow for setting up their practice in complementary medicine.

Learning Outcomes

1. Generate and evaluate clinic policies and procedures with reference to relevant legislative requirements.
2. Apply appropriate legal and ethical responses to complementary medicine practice.
3. Apply practical skills to advertise, communicate, market and set up a clinical health practice.
4. Develop skills to prepare personal business marketing material in correlation with the identified target population and service provision as a complementary medicine practitioner.
5. Develop a means of self-support and supervision within professional practice.

Assessment Tasks

Type	Learning Outcomes Assessed	Session Content Delivered	Due	Weighting
Case Study (1200 words)	2-3	1, 3-5	Week 6	30%
Business Marketing Brochure (max 500 words and presentation) (15 mins)	3-4	1-9	Week 10	20%
Business Plan (3000 words)	1 & 5	1-13	Week 13	50%

All written assessments and online quizzes are due at 11:55 p.m. and submitted through the LMS

Prescribed Readings:

1. Medhurst, R. (2016). *The business of healing: A common-sense guide to the establishment and management of the non-medical healthcare practice* (3rd ed.). Hahndorf, SA: Author.
2. Weir, M. (2016). *Law and ethics in complementary medicine: A handbook for practitioners in Australia and New Zealand* (5th ed.). Crows Nest, NSW: Allen & Unwin.

Recommended Readings:

1. Access Economics. (2010). *Cost effectiveness of complementary medicines*. Retrieved from http://frnt.org/pdf/2010_Cost_Effectiveness_of_Complementary_Medicines_Access_Economics.pdf
2. English, J. W., & Moate, B. (2009). *Discovering new business opportunities*. Crows Nest, NSW: Allen & Unwin. [ebook available]
3. English, J., & Moate, B. (2010). *Managing a small business in Australia: The complete handbook*. Crows Nest, NSW: Allen & Unwin. [ebook available]
4. *Good small business guide 2013: How to start and grow your own business* (7th ed.). (2012). London, England: Bloomsbury. [ebook available]
5. Grodzki, L. (2009). *Crisis-proof your practice: How to survive and thrive in an uncertain economy*. New York, NY: W.W. Norton & Co.
6. Kirwan, J. (2009). *Good small business planning guide: How to make a successful business journey*. London, England: A & C Black. [ebook available]
7. Murray, C. (2010). *The marketing gurus: Lessons from the best marketing books of all time*. London, England: Atlantic Books. [ebook available]
8. Zetler, J., & Bonello, R. (2012). *Essentials of law, ethics and professional issues for CAM*. Chatswood, NSW: Elsevier. [ebook available]

Subject Content		
Week	Lectures	Tutorials
		<p>Activities are developed to allow the student to explore relevant concepts, expand on ideas and have peer and lecturer interaction through the use of the discussion forums</p> <p>Activities also allow for formative assessment and feedback</p>
1.	<p>Introduction (Subject Outline / Subject Aims / Assessment / Teaching Resources)</p> <p>Role of the Practitioner</p> <ul style="list-style-type: none"> The role of the practitioner, manager and entrepreneur Personal and professional requirements Reflective learning in clinical practice, self-support, self-assessment, and debriefing 	<ul style="list-style-type: none"> Questions and discussion about the assessments Overview of the subject and introduction to the set texts
2.	<p>Resources for Planning a Business</p> <ul style="list-style-type: none"> Types of business entities Small businesses and why they fail Solutions and resources Understanding business plans and developing a vision Components and resources for developing a business plan 	<ul style="list-style-type: none"> Group/forum discussion regarding the importance of a business plan in establishing a professional practice
3.	<p>Legal and Regulatory Aspects in Practice</p> <ul style="list-style-type: none"> Law and Natural medicine Judicial system Due diligence Negligence and defamation <i>Therapeutic Goods Act 1989</i> (Cth), Anti-Discrimination Acts (various), Equal Employment Opportunity Acts (various) Anti-competition / monopoly and consumer based legislation 	<ul style="list-style-type: none"> Group/forum discussion regarding the issues around professional negligence and malpractice CPD points (Professional ongoing development) and regulation requirements
4.	<p>Ethical Practice</p> <ul style="list-style-type: none"> Ethics, Morals and Values Code of conduct and code of Ethics Confidentiality and informed consent Scope of Practice Referrals and professional boundaries 	<ul style="list-style-type: none"> Group/forum discussion regarding the scope of <i>National Privacy Principles</i> within clinical practice
5.	<p>Policies and Insurance</p> <ul style="list-style-type: none"> The <i>Privacy Act 1988</i> (Cth). <i>Health Privacy Principles</i> (HPPs) and <i>National Privacy Principles</i> (NPPs) Manufacturer liability, insurance Duty of care Client records 	<ul style="list-style-type: none"> Group/forum discussion regarding the insurance requirements for practitioners
6.	<p>Marketing</p> <ul style="list-style-type: none"> Market research 	<ul style="list-style-type: none"> Group/forum discussion regarding the importance of creating a SWOT analysis

	<ul style="list-style-type: none"> Marketing demographic and psychographic analysis Identifying potential customers SWOT analysis 	
7.	Marketing Planning and Customer Service <ul style="list-style-type: none"> Ways to cost effectively promote new business Customer service and importance of building a loyal client base Advertising and pricing Self-promotion 	<ul style="list-style-type: none"> Group/forum discussion on the four P's of marketing
NON-TEACHING WEEK (note that make-up classes may be scheduled in this week) Semester 1 - This aligns with the week after Easter so it may fall between Weeks 6 to 8 Semester 2 & Online students - The non-teaching week falls between Weeks 7 and 8		
8.	Ongoing Marketing Strategies for Business Progression <ul style="list-style-type: none"> Online/ social media marketing Creating an online advert and effectively using the online platform to convey business and contact information Identifying potential competitors and target population Basics of creating a website Guidelines for creating business marketing brochure 	<ul style="list-style-type: none"> Group/forum discussion on the importance of market research analysis to ensure effective strategies can be continued for effective ongoing bookings
9.	Financial Planning Bookkeeping and Taxation <ul style="list-style-type: none"> Money management and cash flow planning Break-even analysis, cash flow, profit and loss, balance sheet Assets, liabilities, income, expenditure Bookkeeping software Daily financial procedures such as petty cash, receipting Applying for a TFN or ABN, registering for GST, registering for PAYE or FBT and its implications Issues relating to GST including completing a Business Activity Statement (BAS) 	<ul style="list-style-type: none"> Group/forum discussion of financial planning, profit and loss statement and balance sheet
10.	In class presentation of the Marketing Brochure	<ul style="list-style-type: none"> Group/forum discussion of bookkeeping and GST within professional practice Assessment 2 Business Brochure presentation due in class or online in this week
11.	Policies and Procedures for Small Business <ul style="list-style-type: none"> Definitions Appropriate policies and procedures for small business e.g., managing diversity, culture & gender issues, human resources, grievance, access to health records 	<ul style="list-style-type: none"> Group/forum discussion around policies, procedures and the role of these documents in small business
12.	Work Health and Safety Issues <ul style="list-style-type: none"> Work health and safety legislative requirements Prevention and management of work health and safety incidents Development of work health and safety strategies 	<ul style="list-style-type: none"> Group/forum discussion regarding the relevance of health and safety legislation and associated issues within professional practice

	e.g., injured workers, planning return to work <ul style="list-style-type: none"> • Work health and safety policies and procedures 	
13.	Integrated Networking and Professional Development <ul style="list-style-type: none"> • Networking skills with other professionals and health agencies • Professional development, mentoring, supervision professional associations • Evaluation of current and future needs • Reflect upon implementation of a business plan as a key component of professional practice • Case studies in clinical practice 	<ul style="list-style-type: none"> • Group/forum discussion regarding the significance of networking and referrals to professional practice
14.	Non-Teaching Week/Practical Examination Week 1 Note that make-up classes may be scheduled in this week	
15.	Non-Teaching Week/Practical Examination Week 2 Note that make-up classes may be scheduled in this week	
16.	Final Examination Week 1 There is no final exam for this subject	
17.	Final Examination Week 2 There is no final exam for this subject	