



Healthcare as a Business – Practice Set-up & Essentials

Meeting Days, Times, Location: [ONCE EVERY WEDNESDAY FOR 6 CONSEQUITIVE WEEKS, 3 HOURS, ONLINE]

Semester: [1], Year: [1]

Units: [3], Section(s): [TBD]

Instructor information

Name	Alan Chong, DC
Contact Info	E. alanchongdc@gmail.com P. +14036073290
Office location	Calgary, Alberta Canada
Office hours	9-3 Monday-Friday Mountain Standard Time

TA Information [If applicable]

TA name	N/A
TA Contact Info	N/A
Office location	N/A
Office hours	N/A

Course Description

- This course will teach and expand on the concepts, mindset and essentials needed for planning and building a successful practice and clinical practice. Students will learn step-by-step processes to create an ideal clinic and practice in their chosen are of practice and be challenged to create their dream clinic. This course will include lecture presentation and seminar facilitation to ensure active idea exchange is optimized.

- **Learning Objectives**

After completing the course, students will have a better understanding of the following:

- Creating a practitioner and professional business brand, branding concepts
- The Business of Healthcare and client-focused care
- Identifying a personalized business plan to create, modify and/or re-brand a practice
- Effectively execute a location search, evaluate lease or purchase options
- Business financial considerations, cash flow, and growth planning

- What it takes to build or re-locate a clinic location, staff recruitment, hiring, training and clinic management
- Introduction to creating high profit centers, growing a practice and clinic management
- Introduction to Sole practitioner to Group practice

Learning Resources

- ***The 7 Reasons Why Customers Don't Choose You*** (2013) Kindle Edition by **Sammy Blindell** (Author), **Miles Fryer** (Author) Format: Kindle Edition
- **Other Resources TBA**
- **Assessments**

The final course grade will be calculated using the following categories:

Assessment	Percentage of Final Grade
30 Points Midterm Project	20%
50 Points Final Project	50%
20 Points Weekly Seminar summaries – Cumulative Class project	20%

- Midterm Project – Individual submission of a realistic preliminary Business Plan relevant to the student
- Final Business Project submission must be a detailed Business Plan (PowerPoint or equivalent Audio-visual presentation of 30 to 60 Minutes) of a realistically achievable healthcare practice that is new, a re-location or a new concept practice. This plan must incorporate all the significant business and practice concepts learned in this course. Marks will be rewarding clear and concise understanding and incorporation of unique and creative ideas.
- Course participant engagement will be marked on quality of posts and engagement in a group interactive platform

Students will be assigned the following final letter grades, based on calculations coming from the course assessment section.

Grade	Percentage Interval
A	90-100 Points
B	80-89 Points
C	70-79 Points
F	<70 Points

Grading Policies - according to institutional policies and with the following specifics

- **Late-work policy:** The instructor will accept late work without a penalty in case of substantiated health and/or personal family concerns where evidence is submitted. Otherwise, a 5% deduction may result per day late and a final critical deadline may result in course "Incomplete"
- **Make-up work policy:** On a case by case basis.
- **Re-grade policy:** On a case by case basis.
- **Attendance and/or participation policy:** Missing a weekly LIVE meeting will lead to a 5% grade deduction. This penalty will not apply if a reasonable medical excuse note is submitted according to institutional policies.

Course Policies

- **Attendance & Participation:** Attendance and/or participation is graded component of this course.
- **Academic Integrity & Collaboration:** Plagiarism of any kind will result in an F grade. Collaboration between student is encourage.
- **Late-work/Make-up work policy:** Late work will lead to a 5% grade reduction for each day the assignment is late unless prior permissions were obtained from the instructor. This penalty will not apply if a doctor's note is presented.
- **Accommodations for students with disabilities and student wellness:** If you have a disability and require accommodations, please contact me. If you have an accommodations letter from the Disability Resources office, I encourage you to discuss your accommodations and needs with the instructor as early in the semester as possible. I will work with you to ensure that accommodations are provided as appropriate.

- **Mobile Devices:** Mobile devices are not permitted during the weekly class meetings.

Course Schedule

Date	Theme/Topic	Learning Outcomes Addressed	Assignments Due
TBD	TBD	TBD	TBD