

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 (Naturopathy)	128	Core 4 th Year
Bachelor of Health Science (Acupuncture)	128	Core 4 th Year
Bachelor of Health Science (Nutritional Medicine)	96	Core 3 rd Year
Bachelor of Health Science (Nutritional and Dietetic Medicine)	96	Core 3 rd Year
Bachelor of Health Science (Musculoskeletal Therapy)	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: Dr Romina Aizpurua (Brisbane 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	2 hour lecture	1 hour tutorial
E-Learning	Details:	Narrated Powerpoint presentations Tutorial - Asynchronous tutor moderated discussion forum and activities Student handouts, web resources. Live interactive webinars
Intensive Delivery	Details:	Summer School - contact hours are delivered over 5 weeks with 2 x 4 hour days delivered per week. Assessment: Written assessments for the Summer School intensive delivery are due to be uploaded by Sunday on the week assigned throughout the Summer School period.
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 prepare for the workforce, as well as familiarisation with interview procedures for themselves, and their own staff.

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. Analyse the relationship between theoretical and legislative knowledge and skills required to establish and manage

a clinical health practice.

4. Develop skills in preparation of curriculum vitae, writing job applications, addressing selection criteria, and interviewing.
5. Develop a means of self-support and supervision within professional practice.

Assessment Tasks

Type	Learning Outcomes Assessed	Week Content Delivered	Week Due	Weighting
Case Study (1200 words)	2,3	1,3,4,5	Sunday following Week 6	30%
Role-Play of Job Interview (10 minutes) & Portfolio (500 words)	3,4	1-9	Sunday following Week 10	20%
Written Assignment (Business Plan) (3000-3500 words)	1,5	1-13	Sunday following Week 13	50%

Prescribed readings:

1. Medhurst, R. (2008). *The business of healing: A common-sense guide to the establishment and management of the non-medical healthcare practice* (2nd ed.). Greenock, SA: Robert Medhurst.
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.
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.
7. Murray, C. (2006). *The marketing gurus: Lessons from the best marketing books of all time*. London, England: Atlantic Books.
8. Zetler, J., & Bonello, R. (2012). *Essentials of law, ethics and professional issues for CAM*. Chatswood, NSW: Elsevier. [ebook available]

Subject Content

Week	Lecture	Tutorial
1.	Establishing a Professional Practice <ul style="list-style-type: none"> • The role of the practitioner, manager and entrepreneur 	Activities are developed to allow the student to explore relevant concepts, expand on ideas and have peer and lecturer interaction through the use

	<ul style="list-style-type: none"> • Personal and professional requirements • Reflective learning in clinical practice, self support, self assessment, and debriefing 	<p>of the discussion forum.</p> <p>Activities also allow for formative assessment and feedback.</p> <ul style="list-style-type: none"> • Questions and discussion about the assessments • Overview of the subject and introduction to the set texts.
2.	Business Planning <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 	<p>Group/forum discussion regarding the importance of a business plan in establishing a professional practice</p>
3.	Legal Aspects <ul style="list-style-type: none"> • Criminal law, Civil law, torts • Therapeutic Goods Act, Anti-Discrimination Act, Equal Employment Opportunity Act, Anti-competition/monopoly and consumer based legislation 	<p>Group/forum discussion regarding the issues around professional negligence and malpractice</p>
4.	Regulatory Issues <ul style="list-style-type: none"> • The Privacy Act; the role of the Health Services Commissioner in relation to the practice of natural medicine and privacy; various licenses and local government ordinances • Manufacturer liability, insurance • Employer obligations and clients 	<p>Group/forum regarding insurance, and license requirements within professional practice</p>
5.	Ethical Practice <ul style="list-style-type: none"> • Ethics, morals, values • Health and privacy principles • Scope of practice • Referrals including those from a third stake-holder, professional boundaries • Code of Conduct & Code of Ethics • Confidentiality, informed consent, duty of care 	<p>Group/forum discussion regarding the scope of National Privacy Principles within clinical practice</p>
6.	Marketing <ul style="list-style-type: none"> • Market research • Marketing, demographic, and psychographic analysis. Identifying potential customers • SWOT analysis 	<p>Group/forum discussion regarding the importance of creating a SWOT analysis</p>
7.	Marketing Planning and Customer Service <ul style="list-style-type: none"> • Ways to cost-effectively promote a new business • Customer service and the importance of building a loyal client base • Advertising and pricing • Self-promotion and marketing – including online and social media and associated issues 	<p>Group/forum discussion on the four P's of marketing</p>
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 break week falls between Weeks 7 and 8.		
8.	Job Readiness and Recruitment <ul style="list-style-type: none"> • Curriculum vitae preparation • Writing job applications • Addressing selection criteria • Interviews 	Group/forum discussion around latest principles for CVs and addressing selection criteria
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 • 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) • Bookkeeping software • Daily financial procedures such as petty cash, receipting 	Group/forum discussion of bookkeeping and GST within professional practice
10.	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 	Group/forum discussion around policies, procedures and the role of these documents in small business
11.	Workplace Health and Safety Issues <ul style="list-style-type: none"> • Occupational health and safety legislative requirements • Prevention and management of occupational Health and safety incidents • Development of occupational health and safety strategies e.g. injured workers, planning return to work • Occupational health and safety policies and procedures 	Group/forum discussion regarding the relevance of health and safety legislation and associated issues within professional practice
12.	Case Taking <ul style="list-style-type: none"> • Development and implementation of forms relating to the various modalities • Legal, ethical and business requirements of case taking and record keeping • Workplace communications • Managing difficult clients • Special needs of clients 	Group/forum discussion on the importance of case taking, debriefing and supervision within professional practice
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 	Group/forum discussion regarding the significance of networking and referrals to professional practice

	key component of professional practice. <ul style="list-style-type: none"> • Case studies in clinical practice 	
14.	Non-Teaching Week/Practical Exam Week 1. Note that make-up classes may be scheduled in this week.	
15.	Non-Teaching Week/Practical Exam Week 2. Note that make-up classes may be scheduled in this week.	
16.	Final Exam Week 1 There is no final exam for this subject.	
17.	Final Exam Week 2 There is no final exam for this subject.	