

3MS**MONEY, MARKETING AND
MEDICAL
WORKSHOP SCHEDULE****DAY 1 - SATURDAY**

8:00 am	REGISTRATION with coffee and lite breakfast
8:30 am Session 1	HEALTHCARE' BUSINESS What's changing in Healthcare Business and how to use it to take your business to next level
10:30 am	MORNING TEA
10:45 am Session 2	GET PATIENTS YOU DESIRE BY INCREASING THE EFFECTIVENESS OF YOUR MARKETING Understand nuts and bolts of healthcare marketing
12:45 pm	LUNCH
01:30 pm Session 3	MARKETING MADE EASY Best practice marketing strategies for a medical practice that go beyond increasing patients. Session includes all you need to know @ branding, websites and a range of social media, in depth.
03:30 pm	AFTERNOON TEA
03:45 pm Session 4	GROWTH STRATEGY AND LEGAL AND ETHICAL ISSUES IN HEALTHCARE MARKETING Develop a growth strategy for your practice. Know how to market effectively within tough regulations.
05:30 pm Session 5	SECRET SAUCE OF BUSINESS SUCCESS + WIN BACK TIME An inspiring, interactive session showing great strategies for work-life stress management.
06:30 pm	NETWORKING DRINKS & NIBBLES

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MONEY, MARKETING AND MEDICAL WORKSHOP SCHEDULE

DAY 2- SUNDAY

8:00 am	REGISTRATION with coffee and lite breakfast
8:30 am Session 1	FINANCE FOR DOCTORS MADE EASY Provides tools to take control of your finances, understand how to read story behind numbers.
10:30 am	MORNING TEA
10:45 am Session 2	CREATING A PROFITABLE PRACTICE Explore proven tools and strategies to improve profitability of your practice.
12:45 pm	LUNCH
01:30 pm Session 3	INVESTMENT STRATEGIES FOR WEALTH CREATION What your accountant will never tell you! Tools to make informed financial decisions about your practice, investments and personal finances
03:30 pm	AFTERNOON TEA
03:45 pm Session 4	RIGHT PEOPLE IN RIGHT SEATS Contemporary people management strategies
05:30 pm Session 5	REDUCING HASSLES Reduce Financial, business and professional risks by using what is beyond insurances. INTEGRATION Making it all fit together
06:30 pm	NETWORKING DRINKS & NIBBLES