

MEDICAL BUSINESS MANAGEMENT

ONLINE

[HEALTHCERT.COM/MEDICALBUSINESS](https://healthcert.com/medicalbusiness)

Running a medical business is not easy at the best of times and is set to become even more challenging with the ever-increasing upward pressure of health care costs, an ageing population, and an exponential growth in technologies. The Medical Business Management Course brings together renowned industry experts to equip medical business leaders with the necessary knowledge and practical know-how to operate a successful practice, recruit and retain doctors, optimise staff performance, delight patients, secure your practice records, optimise your practice's financial performance, build personal wealth, and meet today's increasing challenges in primary care medical practice ownership.

COURSE OBJECTIVES

From strategy, finance, leadership, marketing, technology to human resources, gain an advanced understanding of the essential elements to operating a medical business and acquire strategic knowledge to manage processes and people, and plan for the future.

PROFESSIONAL CERTIFICATE

- Understanding your goals in business ownership
- Business structure & strategy: Fundamentals & managing partnerships
- Finance fundamentals: Understanding financial statements, budgeting & reporting
- Marketing fundamentals: Ideal patients, marketing channels & positioning your practice in the market
- Human resources: Staff
- Operations management: Key people, SOPs, rostering, health & safety
- Patients: Expectations, services, satisfaction, safety & engagement
- IT & cybersecurity

ADVANCED CERTIFICATE

- Business Structure & strategy: Building long- and short-term goals & team alignment
- Finance & accounting: Revenue/cost management, KPIs & financing options
- Marketing: Website, social media, email
- Human Resources: Doctors
- Operations: Appointment book, patient management, fee setting & purchasing
- Pricing strategies & how to minimise bulk-billing
- Subspecialisation in primary care
- Legals, risk management & compliance

PROFESSIONAL DIPLOMA

- Business structure & strategy: Owning multiple practices, value optimisation & exit strategies
- Finance & accounting: Financial risks, tax planning, valuation & financial planning
- Marketing: Analytics & automation, strategies to grow your patient numbers
- Human Resources: Cultivating leadership & team culture in a primary care medical centre
- Operations: Accreditation, metrics, team meetings & optimising your room usage
- Running multiple clinics
- Personal tax structures, asset protection & wealth management
- Property
- The future of medicine

DELIVERY FORMAT

The three-part program is delivered online in a lecture-style approach by various experts. Each module concludes with a case study for practical application of knowledge. You will gain access to all video lectures, presentation slides and additional resources (including templates, checklists, and supporting activities) to help you implement your learning.

DATES

Start your online studies at any time and learn at your own pace.

Get started at www.healthcert.com/medicalbusiness or scan the QR code.

