



Welcome

Tonight's Webinar Event

My Top 5 Tips Building a
Successful Practice become a
Specialist.

Angela Hywood ND



Thanks for Joining In How to Ask a Question

To submit a question, please type your
question into the **Questions Panel** on your
GO TO WEBINAR control screen.





Location

- Where are you located?
- What other health care professionals practice in your area?
- How long have you been in your location and tested it out?



Number 2

Networking

How build a strong cross referral network



Network

- How to network with other health care practitioner in your area
- How to network with GP's & Medical Specialists
- How to communicate with GP's & Medical Specialists



Number 3

Grown Your Knowledge

BE the VERY best practitioner you can be!



- How skilled are you?
- How have you invested in YOU?
- How much post grad education to you do per year?
- What journals do you subscribe to and read monthly?
- What conferences to you choose to attend and why?

Grow





How are you Learning From?

Textbooks?
Writers?
Researchers?
Clinicians?
Mentors?



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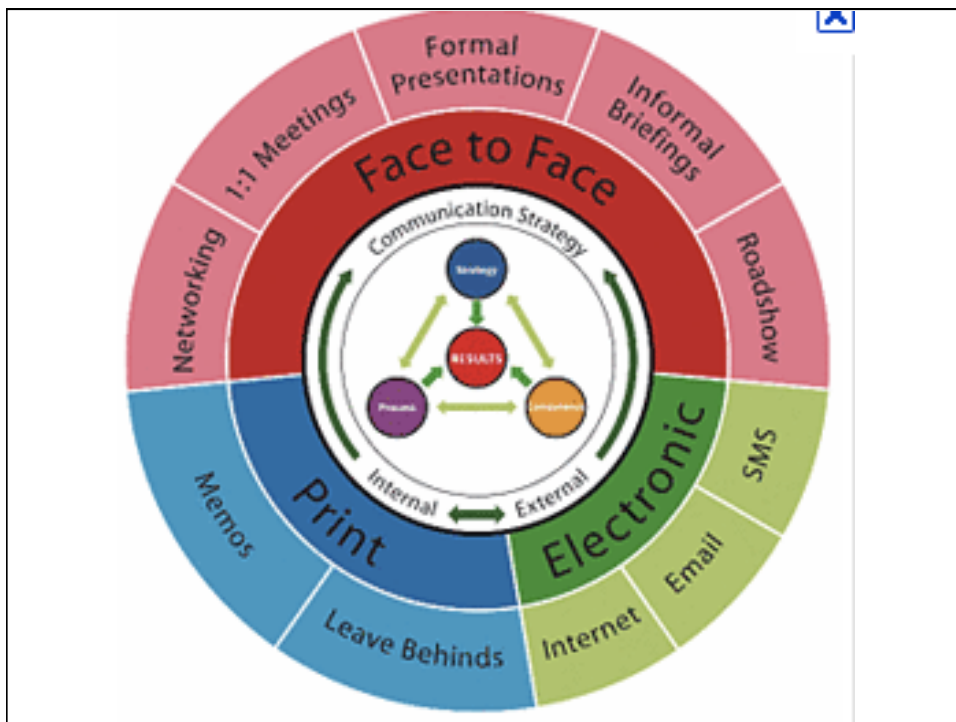
Grow





Number 4

Strategic Communication





Communications

- Communication
 - Medical Professional Ethics
- Building trust
- Building expertise
- Educate your patients & their doctors- always!



Known your Patient Database

- Your patients become your BEST referral network
 - acknowledge those who do refer to you.
- Who are you patients?
 - A LIST; B LIST; C LIST AND “D” (dead wood??)
 - How to manage them differently
 - Success of loyalty programs & referral programs



Number 5

Specialising Your Practice



How to Develop Your Special Interest?

- *Specialises in* vs. Specialist
 - Perception



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