



# Business Skills for Health Professionals

## Gain expert insights into the basics of starting and managing a business in a health context.

Health professionals need the skills and knowledge to operate within or apply entrepreneur skills to develop a new business.

This course will give a fundamental overview of the critical areas involved in starting, running or managing an allied health practice, with a particular focus on inter-disciplinary approaches to business ideas that service the multi-faceted needs of populations. The course identifies the legal, ethical, and professional frameworks that guide practice.

### Certification

You have the option of 'Workshop Only' to receive a 'Certificate of Participation' or 'Workshop and Assessment' to receive a 'Certificate of Completion' upon successful completion of the assessment which can be used to apply for advanced standing in a related award course.



Duration: 4 Weeks



Certificate



Cost: From \$2,309.47

## Apply Now

Web: [QUT.edu.au/QUTeX](http://QUT.edu.au/QUTeX)

Phone: 07 3138 7733

Email: [qutex@qut.edu.au](mailto:qutex@qut.edu.au)

Blog: [blogs.qut.edu.au/qutex](http://blogs.qut.edu.au/qutex)

### Evolve with QUTeX

This masterclass will help you gain new knowledge and skills to enhance your capacity as a health professional, or as an aspiring allied health practice owner or operator.

### Who should participate?

This course recommended for Health workers in private and public contexts, and current or aspiring allied health practice owners who wish to start or grow a business.

### Core concepts

Topics covered in this unit will include:

#### Module 1: Business Basics

- Business concepts - starting your own allied health business.
- Innovation & entrepreneurship - creating your own opportunities, developing a vision.
- Health Marketing - client recruitment, GP recruitment & referrals, social media, ways to grow a business, online business opportunities.
- SWOT Analysis.
- Successful business case studies.

#### Module 2: Career Readiness

- Development of a curriculum vitae.
- Effectively responding to selection criteria to demonstrate your personal employability in both written and oral formats.
- Human Resources - leave, superannuation, transition and employment rights.
- Contract Negotiation - How to negotiate your employment contract and understanding the contract contents against legal, ethical and moral principles.
- Early Career Success - identifying and aligning with an experienced mentor to help you establish career goals, expectations and personal performance feedback.

### Your expert facilitator

#### Dr Justin Holland

Justin Holland specialises in the rehabilitation of musculoskeletal and neurological conditions. Justin is an Accredited Exercise Physiologist (AEP) with 8 years of experience working in a variety of clinical, corporate and sporting organisations.

In addition to working as an AEP, Justin is a certified level 1 strength and conditioning coach working predominately with rugby league players and motorsport athletes. His research interests also centre around the musculoskeletal domain examining the impact of exercise on inflammation and clinical outcomes for inflammatory arthritis conditions.

### Cost

#### Workshop only

Early Bird registration (closes 4 weeks prior)	\$2,309.47	(GST included)
Standard Registration	\$2,566.08	(GST included)
QUT Alumni / Staff registration	\$1,924.56	(GST included)
Group registration (5+ from same organisation)	\$2,309.47	(per person GST included)

#### Workshop and Assessment

Early Bird registration (closes 4 weeks prior)	\$2,886.84	(GST included)
Standard Registration	\$3,207.60	(GST included)
QUT Alumni / Staff registration	\$2,405.70	(GST included)
Group registration (5+ from same organisation)	\$2,886.84	(per person GST included)

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