

Successful Clinic Development, Management and Marketing

Saturday, 24th July 2010

Overview:

This module is a result of popular requests from practitioners to help in building a successful practice and marketing of their clinics. With the recent financial crisis, there is an increase in our awareness on the importance of management and marketing for a private medical or healthcare practice.

Prof. Mei, being a pioneer in this field, will be considering these issues based on the successful story of AcuMedic and Chinalife. The content of this module also includes regulative requirement, code of practice and practitioners' continue development to achieve clinical excellence.



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Principal Lecturer:

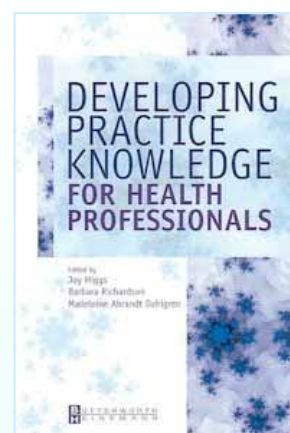
Prof. Man Fong Mei - see his profile on www.acumedic.com

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Developing Practice Knowledge for Health Professionals

Code: BK3790

J.Higgs, B.Richardson, M.Abrandt Dhalgren



This book examines the nature, generation & development of professional knowledge in the health professions with particular emphasis on physiotherapy, occupational therapy, medicine & nursing. - (2004)240pp/30 illus.

More than ever the rapidly changing worlds of work and society are challenging the knowledge bases of the health professions and the capacity of health professionals to critique and develop their knowledge to meet community needs.

The responsible, intelligent and creative use of such knowledge is more important now than it ever has been, and an awareness of the nature of knowledge and the principles of its acquisition is essential to meeting these challenges.

'Developing Practice Knowledge for Health Professionals' is written by distinguished experts who have taught, researched and written extensively in this area.