

Shaping your future: foundations for a successful private practice

Masterclass Facilitators

- Robert Traynor, Consultant, Robert Traynor Audiology
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CPD Points: 3 points (Category 2)

Overview:

While less than 15% of Audiology practices in Australia are run privately/independently, running your own private practice in audiology can be personally, professionally, and financially rewarding. As an audiologist, this gives you complete control of all aspects of your career, business and personal goals. While private practice can offer a very satisfying career path, there is much work that needs to be completed before the signs are hung and doors are opened (if your service will even have doors in the future?). Success in private practice takes planning as well as implementation of the plan. With a focus on strategic thinking and business planning, this masterclass will look at opportunities for prospective audiologists to become practice owners. It also provides existing established practice owners an opportunity to consider aspects of their business plan that could be enhanced.

Learning Objectives:

Through a guided hands-on exercise and facilitated panel sessions, you will have the opportunity to:

- Understand different business models and determine the best fit for your circumstance
- Develop a business plan with support and guidance from successful business owners
- Learn from the mistakes and successes of other business owners which will help inform your business plan