

Objectives and Program Schedule

MedBridge

Getting Down to Business: Building Business Literacy in Physical Therapy Practice

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Learning Objectives

➔ Chapter 1 Defining Business Literacy

The participant will be able to:

- Discuss the need for integrating business literacy into health care/physical therapist practice
- Isolate business knowledge and skills needed to advance contemporary clinical practice
- Self-assess your level of business literacy in physical therapist practice

➔ Chapter 2 Examine PT practice as a business: Explore fundamentals of Operations MGMT

The participant will be able to:

- Explore fundamentals of operations management
- Explore fundamentals of human resources management (HRM)
- Identify the need to develop leadership skills and practices

➔ Chapter 3 Examine PT practice as a business: Explore fundamentals of Financial MGMT

The participant will

- Explore fundamentals of financial management
- Identify role of information management in practice management

➔ Chapter 4 Examine PT practice as a business: How to Deliver Value

The participant will

- Discuss how to deliver value in physical therapist practice
- Explore fundamentals of promoting and marketing physical therapist practice

➔ Chapter 5 Examine PT practice as a business: Explore fundamentals of Strategic Planning

The participant will

- Explore fundamentals of strategic planning & business planning

➔ Chapter 6 Action Planning

The participant will

- Identify ways to build their business literacy