Developing and Marketing a Private Practice in Occupational Therapy

Thinking of starting your own private practice? This continuing education course provides practitioners with the basics to get underway.

Participants will learn:
♦ the basic management principles integral to assessing the potential for starting a private practice in Occupational Therapy.
♦ how to effectively develop budgets, establish reasonable rates for services and implement a business plan.
♦ a number of effective / proven marketing tools that can be implemented immediately.

Friday, August 29, 2014 1:30—155 am: Sign-in for CEUs
2 – 4 pm: Course—Center for Health Professions, G-37, Health Sciences Campus

About the Presenter: Paul A Fontana, OTR, FAOTA is the owner of the Center for Work Rehabilitation with clinics in Lafayette, Louisiana and Houston, Texas. Mr. Fontana is a well known lecturer in the OT community having provided the keynote address at over 35 state occupational therapy conferences. He will share his experiences in establishing a free standing private occupational therapy practice.

Fees and Discounts:
Regular: $25
OSOT Alumni and AOTA members: $20

To Register: Mail this form to: USC OSOT, Attn: Jackie Mardirossian, 1540 Alcazar St., CHP 133, Los Angeles, CA 90089-9003.

Name: ___________________________ Title: ___________________________
Address: ___________________________
Email: ___________________________ Phone: ___________________________
Class of: ___________________________  □ BS  □ MA  □ OTD  □ PhD  AOTA#: ___________________________
Enclose check payable to USC OSOT, or to pay by credit card: □ Visa  □ MasterCard
Card number: ___________________________ Exp.: ___________________________
CCV: ___________________________ Total amount: ___________________________ Signature: ___________________________

Cancellation Policy: A refund, less $15 administrative fee, will be made if a cancellation notice is received 10 days prior to the workshop date. Parking: $10 at Biggy Parking Structure; or metered parking around vicinity. For map of HSC go to www.usc.edu.

Receive .2 CEUs
(2 Contact Hours)

The assignment of AOTA CEUS does not imply endorsement of specific course content, products, or clinical procedures by AOTA. AOTA Classification Codes: Private Practice, Marketing, Best Practices