

# Building a Successful Practice with IM



## Course Description:

Starting a private practice is challenging, creating a successful private practice is even harder. This course is designed to help the new or established practice owner or manager grow their practice. The presenter will draw upon his experience of incorporating Interactive Metronome treatment in both Pediatric and Adult private practices. Strategies designed to facilitate greater financial and clinical success will be shared and attendees will leave with new marketing strategies and emerging practice areas that will enhance their practice. *\*Contact hours/CEUs are offered pending successful completion of a written exam at the end of the course.*

## Target Audience:

This course welcomes the following professionals who have completed the Interactive Metronome Certification Course.

- Speech and Language Pathologist
- Speech and Language Pathology Assistant
- Audiologist
- Occupational Therapist
- Occupational Therapy Assistant
- Physical Therapist
- Physical Therapy Assistant
- Athletic Trainer
- Licensed Medical, Rehabilitation or Mental Health Professional
- Music Therapist
- Educator

## Instructional Level:

Introductory

## Learning Outcomes:

Upon completion of this course, participants will be able to:

1. Identify critical components of an effective business management plan.
2. Identify & utilize resources appropriately to support development of a business management plan.
3. Create an effective business plan to facilitate successful expansion of an existing practice or build a new one while incorporating the Interactive Metronome.

*\*Note: This course covers information that pertains to the professions of OT, PT, and SLP. OTA, PTA, and SLPA professionals must practice IM under the supervision of the OT, PT, and SLP.*

## Instructor

**Andrew Dillen Hartley, OTR/L** graduated from the University of Pretoria, South Africa, school of Occupational Therapy in 1995 and moved to the USA in 1996. He is co-owner of Advanced Therapy Solutions, Inc, an outpatient Physical and Occupational Therapy practice serving clients of all ages in five locations. Mr. Hartley has 14 years of clinical experience and is trained in multiple treatment approaches with both adults and pediatrics. His interests include the treatment of deficits related to stroke, traumatic brain injury, Autism, development disorders, sensory processing disorders, ADHD, ADD and learning disabilities in infants, children and adults. His experience with sensory integration, neuromuscular re-education, brain gym, vision therapy, environmental adaptation, Tai-Chi, yoga and technology based treatment approaches for all ages has served him well as a presenter of certification courses, webinars and professional seminars. Mr. Hartley serves as a clinical advisor for Interactive Metronome and other "Therapy based" companies in research, protocol and practice development areas.

## Disclosures:

**Instructor Financial Disclosure(s):** Dillen is an active member of Interactive Metronome's Clinical Advisory Board, for which he receives an annual honorarium from Interactive Metronome, Inc. He is the author/co-author of numerous courses that focus on the clinical application of Interactive Metronome technology, for which he has received honoraria from Interactive Metronome, Inc. Dillen does not receive royalties or any other form of compensation for the continued publication and use of educational materials he has authored/coauthored. Dillen is also an instructor for Interactive Metronome, for

which he receives a fee for teaching each course and reimbursement of travel expenses from Interactive Metronome, Inc. Dillen does not sell or receive compensation for the sale of Interactive Metronome products.

**Instructor Nonfinancial Disclosure(s):** Dillen is co-owner of Advanced Therapy Solutions, Inc., where he and his staff use the Interactive Metronome in clinical practice.

**Course Content Disclosure:**

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**Course Origination Date\*:** 7/22/2009

\*Course content is reviewed annually to make sure it remains current and relevant to the practice of Interactive Metronome.

**Agenda (60 minutes):**

- Speaker introduction & disclosure
- Your “Vision” and “Mission”
- Define your “Success”
- Develop strategy
- Incorporate Interactive Metronome
- Financial planning
- Marketing
- Expand and diversify services
- Measure you success
- Online post-test & course evaluation

**Instructional Methods**

- Lecture
- PowerPoint
- Budgeting Spreadsheet

**Contact Hours/CEUs Offered for:**

0.1 ASHA (1.0 contact hours)

0.1 AOTA; 1.25 NBCOT PDUs (1.0 contact hours)

PT/PTA & Other Disciplines Not Listed Above: If your discipline or state is not listed above, you may submit paperwork to your state board or association for CEUs if they allow you to do so. Please check with your state board/association prior to registering for this course.

This is not a co-sponsored or cooperative course offering. Interactive Metronome, Inc. is the organization responsible for creating the content & awarding ASHA & AOTA CEUs.



Interactive Metronome is approved by the Continuing Education Board of the American Speech-Language-Hearing Association (ASHA) to provide continuing education activities in speech-language pathology and audiology. See course information for number of ASHA CEUs, instructional level and content area. ASHA CE Provider approval does not imply endorsement of course content, specific products or clinical procedures.

This course is offered for 0.1 ASHA CEU (Introductory level, Related area).

Effective July 1, 2011, individuals must meet at least one of the following conditions in order to be eligible to earn ASHA CEUs.

- ASHA Member (includes Life member and International affiliates)
- ASHA Certificate of Clinical Competence (CCC) Holder
- Licensed by a state or provincial regulatory agency to practice speech-language pathology (SLP) or audiology
- Credentialed by a state regulatory agency to practice SLP or audiology
- Credentialed by a national regulatory agency to practice SLP or audiology
- Currently enrolled in a masters or doctoral program in SLP or audiology



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Interactive Metronome, Inc is an AOTA Approved Provider (#4683). This introductory course is offered for 1 contact hour/ .1 AOTA CEU (Classification Codes – Professional Issues-ADMINISTRATION & MANAGEMENT). The assignment of AOTA CEUs does not imply endorsement of specific course content, products, or clinical procedures