



CONTINUING EDUCATION FOR  
HEALTHCARE PROFESSIONALS

## Wanted: Innovative and Out of the Box Entrepreneurs In Occupational Therapy

### From Idea to OT Entrepreneurship: Reclaiming Our Creative Roots



**KEISER**  
UNIVERSITY

### From Idea to OT Entrepreneurship: Reclaiming Our Creative Roots

Entrepreneurship is a way to advance and seize opportunities that exist for healthcare professionals in the current healthcare marketplace. This live interactive course is designed to guide healthcare professionals in understanding real world struggles, how to write a plan and develop strategies to successfully open a private practice as well as a non-traditional business.

Many healthcare professionals have business ideas and are seeking ways to increase revenue and increase market share by offering new services. This one-day interactive course will help healthcare professionals interested in entrepreneurship for private practice and beyond non-traditional business.

Participants will learn strategies to help introduce to the public to the value and importance of occupational therapy. Participants will gain confidence by engaging in individual business planning, branding, marketing a private practice and non-traditional business.

#### Who Should Attend:

- Occupational Therapists
- Occupational Therapist Assistants

#### PROGRAM COST:

**Early bird registration:**

**\$125.00**

**Late Registration \$175.00 s**

<https://OTCEUS.com>

Onsite registration: \$175.00

**\$35.00 refund if canceled 10 days** prior to the course date; otherwise, refund is forfeited. Past 10 days no refund.

**EASY REGISTRATION!**



### COURSE DIRECTOR

Kay Richardson, is a 20 year entrepreneurial occupational therapy assistant and a 10 year academia instructor and lecturer on the topics of ergonomics and entrepreneurship in occupational therapy.

Over the past 15 years, Kay has built her career as an entrepreneur and marketer and now brings her expertise to aspiring healthcare entrepreneurs and healthcare corporations. A marketing speaker and author, who translates the strategies of big brands for smaller companies to use and reap the rewards. Kay's presentations drive growth for everyone, from solopreneurs to million dollar companies.

#### Seminar Schedule

##### Registration:

8:30 a.m.

##### Seminar Begins:

9:00 a.m.

##### Lunch Break:

12:30 p.m. - 1:30 pm

##### Seminar Ends:

5:00 p.m.

##### Breaks:

15 minutes (mid-morning & mid-afternoon)

**Occupational Therapists,  
Occupational Therapist  
Assistants:**

**Florida:** OTCEUS.com is an approved provider # 50-25920 with the Florida Department of Health Board of Occupational Therapy Practice. This Course is approved for 7.0

**CONTINUING EDUCATION CREDIT**

## COURSE OUTLINE

### ENTREPRENEURSHIP IN OCCUPATIONAL THERAPY

- Defining “entrepreneur”
- Types of entrepreneurship
- Profiles of occupational therapy entrepreneurs

### ADAPTING AN ENTREPRENEURIAL MINDSET

- Can you be an entrepreneur?
- What makes a business opportunity?

### EMERGING PRACTICE AREAS FOR OCCUPATIONAL THERAPY PRACTITIONERS

- Define emerging practice area
- Emerging trends associated with:
  - Traditional practice venues
  - Mental health and hospitals
  - Health and wellness
  - Children and youth
  - Productive aging o work and industry

### BASIC BUSINESS ESSENTIALS FOR THE OCCUPATIONAL THERAPY ENTREPRENEUR

- What is your business idea?
- Create the one-page business plan
- Business description
- Business vision
- Define services or products
- Identify long-term goals



## COURSE OUTLINE

### BUSINESS DEVELOPMENT

- Who’s target audience?
- What needs does your service or product?
- Deciding on services and programs to be offered to the community
- How are your services going to be different from the competition ?
- What are your business strengths and challenges?
- What are the strengths and challenges of your competition ?

### BUSINESS DEVELOPMENT MARKETING

- Create the one page marketing plan
- Recognize the essential differences between marketing, advertising, promotions, public relations, and sales
- Define the best advertising channels to pursue online and offline based on budget ▪ Sample marketing material

### IMPROVING YOUR PROFITABILITY WITH SELF-PAY

- Pricing your service(s)
- Define your reimbursement opportunities
- Revenue models for self-pay
- Create scripts for dialogue with physicians, clients and other entities

\*Persons with disabilities need to request reasonable accommodations in advance