



CERTIFICATE

PRACTICE MANAGEMENT AND ADMINISTRATION

Cert(PM&A)

SYLLABUS

Suitable reading lists and resource material will be provided by the Tutors during the course.

Personal Development

Time management

Self discipline

Managing stress

Sourcing and evaluating appropriate sources of information

Project management

Effective Communication

Assertiveness

Thinking and communication styles

Listening and questioning skills

Format of a business letter

Oral presentation including structure, use of visual aids, timing, style of delivery

Presentation of data in appropriate form: use of graphs, charts and tables

Structure of a report: summary, introduction, discussion, conclusion

Written and telephone communication with clients and work colleagues

Personnel Management I

Recruitment: preparation of job description, person specification, job advert, interview questions,

selection criteria

Personnel Management II

Staff management

Induction, training

Appraisal, motivation, teamwork

Dealing with difficult staff

Preparation of rotas, staff handbooks

Personnel files and records

Marketing I

4 P's of marketing

Segmentation, targeting and positioning

Differentiation and branding

Practice profile & promotion

Practice literature

Preventative healthcare and nurse clinics

Marketing II

Client care and customer service

The role of the 'bonded' client

The client journey

Telephone techniques

Reception and client care

Dealing with difficult clients

Merchandising and reception sales

Reminders and reactivation

Promotional events, client evenings, PR and web marketing

Finance

Management accounts – preparation and use

Financial control and asset management

Costing and budgeting

Pricing including mark-up, margin and discounts

Salaries, tax and National Insurance

Statutory and Ethical Requirements

RCVS Code of Conduct

Medicines legislation: drug stock levels, drug storage, drug sales

Health & Safety

FSA and pet insurance

Waste disposal

Employment law: contracts, PAYE, maternity leave/pay, sick leave/pay, grievance and disciplinary procedures