



# TAKING CARE OF BUSINESS SUMMIT

Title Sponsor:



**Professional Series**

The **OAND** and **CCNM** are partnering to bring you this 1.5 day summit that will teach you how to translate your clinical skills into business, marketing and entrepreneurship.

The summit is tailored to students, new grads and veteran practitioners and is a one of a kind event designed to bring Naturopathic Doctors and other health-care providers to the cutting edge of small business ownership and practice management.

## Here's your Schedule-at-a-Glance:

Friday, September 29		
2:30 PM	Registration	
3:00 PM	State of the Union on Health-Care (Dr. Elaine Chin, MD, Chief Wellness Officer, Telus)	
4:00 PM	From the Ground Up: Building a Business - Interactive Business Planning Workshop (Sponsored by TD Commercial Banking)	
5:15 PM	Thinking Outside the Box (Panel Discussion)	
6:15 PM	Mix and Mingle: A Wine & Cheese Event	
7:00 PM	Building an Inclusive Health and Wellness Ecosystem (by Rebecca McKillican, CEO, well.ca)	
Saturday, September 30		
8:00 AM	Registration (Exhibitor Fair)	
9:00 AM	Building a Circle of Care Using Technology (with Dr. Elaine Chin, MD sponsored by Telus)	
10:00 AM	Exhibitor Fair	
10:30 AM	A: Practice Economics with Dr. Jordan Robertson, ND & Dr. Sean Robertson, DDS	B: From Cradle to Grave (sponsored by TD Wealth Management)
11:30 AM	A: Diversifying your Portfolio: A Supplementary Income Panel Discussion	B: Will your Website Last the Year? With Ashish Malik
12:30 PM	Lunch (Exhibitor Fair)	
1:30 PM	A: Dragon’s Den	B: How Are You Being Heard? Communicate, Connect and Conquer
2:30 PM	Exhibitor Fair	
3:00 PM	A: How Do I...? Troubleshoot Your Practice Problems (Panel Discussion)	B: Social Media for your Practice
4:00 PM	Five Secrets To Thrive, Not Just Survive with James Burgess	

## Let's Take a Closer Look...

Friday, September 29	
<b>2:30 PM</b>	Registration
<b>3:00 PM</b>	
Presented by:  Dr. Elaine Chin, MD, Chief Wellness Officer, Telus	<b>State of the Union on Health-Care</b>  State of the union on healthcare and how Naturopathic Doctors can contribute to the traditional health care system, as well as their role in the future of care.
<b>4:00 PM</b>	
Presented by: Ross Aberdein, Regional Manager, Professional Banking GTA, TD Commercial Banking  Sponsored by: TD Commercial Banking	<b>From the Ground Up: Building a Business : Interactive Business Planning Workshop</b>  This interactive workshop will focus on business planning, financial literacy (understanding the cash flow of your business and yourself), and how to address your business needs. You will walk away with a strong template for building your business plan which will ultimately help set you up for success.
<b>5:15 PM</b>	
Presented by: TBA	<b>Thinking Outside the Box</b>  Think outside the box. Is practice not for you? Consider other options outside of clinical practice. Come learn from several NDs who are using their naturopathic degree in non-practice environments.
<b>6:15 PM</b>	
	<b>Mix N' Mingle: A Wine &amp; Cheese Event</b>  An opportunity to network with NDs, speakers, your peers and other business professionals over refreshments.
<b>7:00 PM</b>	
Presented by: Rebecca McKillican, MBA CEO Well.ca	<b>Building an Inclusive Health and Wellness Ecosystem</b>  The ecosystem of healthcare is large and patients/clients of this ecosystem are looking for more and more information and education concerning health and wellness. Rebecca will discuss how well.ca is working to build a space that is filled with quality information, less intimidating and inclusive for consumers.

<b>Saturday, September 30</b>	
<b>8:00 AM</b>	Registration (Exhibitor Fair)
<b>9:00 AM</b>	
Presented by: Dr. Elaine Chin, MD Chief Wellness Officer Telus	<p><b>Building a Circle of Care Using Technology</b></p> <p>It's time for patients to become their own primary care team and self-monitor themselves. The traditional medical community needs to encourage the shift of power to the patient and enable them to do so. It's time for them to take the lead and take control of their health destiny. Technology makes accessing health data easier than ever. Hooking up to wearables, devices and the Internet of Medical Things is one way to begin tracking and help determine fitness level. Connecting to coaches and health professionals virtually not only saves time and money, but lives too because we can act now and provide feedback instantaneously based on precise information.</p> <p>During this talk, Dr. Chin will show you how technology can enable you as a health professional to be part of the circle of care along with other health practitioners.</p>
<b>10:00 AM</b>	Exhibitor Fair
<b>10:30 AM</b>	
Presented by: Dr. Jordan Robertson, ND & Dr. Sean Robertson, DDS	<p><b>A: Clinic Economics: What Clinic Numbers Actually Look Like</b></p> <p>In this workshop doctors Sean and Jordan Robertson will be breaking down the real numbers associated with various clinic arrangements, and how to choose the type of clinic that helps you achieve your goals. NDs can learn (and borrow) from various health fields on how to structure their overhead and revenue to build a successful practice. Dr. Sean Robertson, DDS will be walking you through how to start your clinic with your dream in mind and Dr. Jordan Robertson, ND will follow with real-life examples of naturopathic clinic structures and overhead to give take home advice on choosing the right position for you. Come and learn to grow the practice you have into the practice you want.</p>
Presented by: Dale Burand, Business Succession Advisor, TD Wealth Management	<p><b>B: From Cradle to Grave (sponsored by TD Wealth Management)</b></p> <p>You work hard for your money! Maximize what goes into your pocket now and into the future, and not to the tax person.</p>
<b>11:30 AM</b>	
Presented by: Dr. Andrea Maxim, ND; Dr. Dominika Zarzeczny, ND and more!	<p><b>A: Diversifying your Portfolio: Supplementary Income Panel Discussion</b></p> <p>Is it possible to have a naturopathic medical practice AND use your naturopathic education to obtain income in other ways? Absolutely! Join us for this engaging panel discussion and learn how NDs are breaking the mold by finding innovative ways to boost income, while staying within Ontario's legislative framework.</p>

Presented by: Ashish Malik, COO & Despina Zanaganas, Creative Director, 108 Ideapsace	<p><b>B: Will Your Website Last the Year?</b></p> <p>Building a new website is time-consuming, expensive, and distracting. Yet like any marketing tool, it needs to be kept up-to-date and strategically relevant. Join this session to explore specific criteria and then rate your own website: does it need an overhaul—or can it last another year? There will be a Q and A session at the end, and handouts will be provided. Join us to learn:</p> <ul style="list-style-type: none"> <li>• Specific criteria for making a website reinvestment - or not.</li> <li>• Fixing the low-hanging fruit: addressing the challenges that come with yesteryear's websites, when reinvestment is not an option.</li> <li>• The most up-to-date thinking on web connection, engagement, and marketing.</li> </ul>
<b>12:30 PM</b>	Lunch (Exhibitor Fair)
<b>1:30 PM</b>	
Presented by: Dr. Meghan Walker, ND; Dr. Olivia Rose, ND; Simone Philogène, and more!	<p><b>A: Dragon's Den</b></p> <p>Do you have an exciting, innovative and new idea related to health and wellness but aren't quite sure how it will land? Maybe it is an innovative business idea involving technology, or a twist on marketing, or a book that doesn't quite exist yet. Pitch it to our panel of health &amp; wellness, marketing and business gurus to see where you should go next with the idea.</p> <p>Great prizes available for the winners - over \$3000 in value.</p> <p>How it works:</p> <ol style="list-style-type: none"> <li>1. Sign up for the Dragon's Den panel.</li> <li>2. You will receive an email from the organizing committee with a proposal to fill out by September 10th.</li> <li>3. The dragon's will review your proposal and select the top five to pitch their ideas live at the Taking Care of Business Summit.</li> </ol> <p>Don't miss your chance to share your ideas to the world. "It's not about ideas - it's about making ideas happen!"</p>
Presented by: Margaret Wallis- Duffy, RMT, Founder of WOW New Media	<p><b>B: How Are You Being Heard? Communicate, Connect and Conquer</b></p> <p>Do you struggle to communicate your message to other healthcare professionals or your potential patients? Does the thought of public speaking paralyze you? It's time to push through your fears and empower yourself by stocking your toolbox with practical strategies that will allow you to share your message in an authentic way! This practical, interactive workshop is designed to help healthcare professionals define their key messages and deliver them in an engaging way, which will help them connect with their audience and convert these connections into sales. Join us to learn:</p> <ul style="list-style-type: none"> <li>• Development of key messages</li> <li>• How to use storytelling to engage your audience and create interest in your brand</li> <li>• How to use the art of using 'bridging' in your communications</li> <li>• Skills to avoid getting trapped in an interview</li> </ul>

	<ul style="list-style-type: none"> <li>• Practical communication strategies to help deal with controversial topics</li> <li>• The role that body language plays in your communication</li> <li>• How to be camera ready</li> <li>• The do's and don'ts of creating your online/social media brand</li> <li>• How to create sound bites that will make a lasting impression</li> </ul>
<b>2:30 PM</b>	Exhibitor Fair
<b>3:00 PM</b>	
Presented by: Dr. Kristy Prouse, MD, Dr. Jordan Robertson, ND, Dr. Sean Robertson, DDS, and more!	<p><b>A: How Do I...? Troubleshoot Your Practice Problems</b></p> <p>Two heads are often better than one - especially when it comes to solving issues in your business. This is an interactive session where you can bring your issues to the forefront and ask for help. Our seasoned business professionals will listen and assess your individual situation and propose next steps that can help you navigate the maze of your issue(s) and help you find a solution.</p>
Presented by: Bo Woloshyn, Bo Knows Marketing	<p><b>B: Social Media for Your Practice</b></p> <p>Two heads are often better than one - especially when it comes to solving issues in your business. This is an interactive session where you can bring your issues to the forefront and ask for help. Our seasoned business professionals will listen and assess your individual situation and propose next steps that can help you navigate the maze of your issue(s) and help you find a solution. In this 45 min. presentation, you will learn the key success factors for using Social Media to grow your business. You will understand what works and what doesn't work and the why behind it. You will be able to determine which Social Media platform is appropriate for your practice. There will a 10-15 min. Q&amp;A after the formal presentation.</p> <p>Join us to learn:</p> <ul style="list-style-type: none"> <li>• How Social Media will help grow your practice</li> <li>• What commitments you need to make to take advantage of Social Media</li> <li>• The right way to use Social Media to gain a following and grow your practice</li> <li>• How to develop a communication strategy using Social Media</li> <li>• How to select the right social media platform</li> <li>• Learn the key success factors for using Social Media to grow your business</li> <li>• How to use Video and Social Media to grow your business</li> </ul>
<b>4:00 PM</b>	
Presented by: James Burgess	<p><b>How To Avoid the Demise Of Small Business - 5 Secrets To THRIVE Not Just Survive</b></p> <p>In this seminar, James Burgess, international bestselling author of CHAOS; How Business Leaders Can Master the Power of Focus will discuss that it isn't a myth, more than 50% of businesses fail within the first 3-years and it gets worse. Learn the driving forces behind business failure and how to overcome them so your business THRIVES not just SURVIVES or worse.</p> <p>Join us to learn:</p> <ul style="list-style-type: none"> <li>• The TRUTH about business failure in Canada</li> <li>• The 3-factors that lead Businesses to their DEMISE</li> <li>• 5-Secrets to ensure your business THRIVES not just SURVIVES</li> <li>• The OLDEST tool know for business success</li> <li>• The 6-Simple Components of that OLDEST tool</li> </ul>

	<ul style="list-style-type: none"><li>• Immediately identify how you will move your business forward in the next 90-Days</li><li>• Creative ways to network more effectively and leave a memorable impression so they answer your call.</li><li>• BONUS all participants will receive a FREE copy of my book and the opportunity to sign-up for a FREE FOCUS Discovery Consultation.</li></ul>
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