

# THE HEALTHY BUSINESS

A virtual business and leadership workshop series for clinical practice owners

Relaunching February 15th, 2023 ~ Space is limited



\$600 off for  
MVMA members  
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CODE  
MVMA2022HB

## Develop key business and leadership strategies to take your practice to the next level

This workshop series is ideal for any health care provider who owns or manages their own practice, or who aspires to in the future.

Join us and develop critical management and leadership skills that will help you strengthen your practice so you can focus on better serving your community.

Walk away with business knowledge, skills, confidence, and numerous supporting tools and templates to help you implement best practices in business and leadership in your practice.

*"In anticipation of business ownership, which was only a few months away, my mind was buzzing with ideas, information, hopes, dreams, worries and fears. What I needed was direction, motivation and support, and I received all of that and more in the Healthy Business course by Amy Oliver. Thank you Amy for helping me to plant my roots, now it is time to watch this business grow."*

— Dr Valerie Millette, Owner Equitech

### WHAT WE COVER:

Strategy Development

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Leading Self

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Sustainability in Business

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Project Management

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Strategic Partners and  
Networks

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Leading Others

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Operational Best Practices

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Loyalty and Retention

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Metrics and Key  
Performance Indicators

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Human Resources 101

# WORKSHOP DESCRIPTIONS

*Amy Oliver + co*

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## STRATEGY DEVELOPMENT

Learn about the strategy schools of thought, value-based healthcare, and the importance of differentiation in your practice. Walk away with an easy to implement strategic analysis framework you can use to build and implement a solid strategy in your practice.



## LEADING SELF

We have all heard the saying "You cannot take care of others if you do not take care of yourself first". In this workshop we explore ways to 'lead self' through purpose and strengths-based leadership, how to maximize productivity, stay engaged in your work, and avoid burnout.



## SUSTAINABILITY IN BUSINESS

Times are changing and businesses and practices in Canada are being judged on more than just their bottom line, products, and services. We will explore the concept of quadruple bottom line (people, planet, profit, and purpose) as it relates to clinical practices and community-based businesses. Explore ways you can become more socially sustainability and adopt corporate social responsibility practices.

## PROJECT MANAGEMENT

Whether launching a new service or undergoing a renovation - learn how to use project management skills and frameworks to help ensure your projects are a success! Develop confidence across ten key project management knowledge areas including risk and quality management and walk away with tools to support your next project!



## STRATEGIC PARTNERS AND NETWORKS

Explore partnerships, alliances, interprofessional practices, techniques for practice-based best practice sharing, and community engagement. Learn the benefits and strategies around building a personal advisory board and how to create your custom networking plan.



## LEADING OTHERS

Dive into theory and best practices in collaborative leadership, mentorship, and coaching in healthcare. Engage in active learning and take away tools and techniques to adopt a coach approach in your workplace. Each participant will receive a personal EQi-2.0 Emotional Intelligence Report and an hour of one on one follow up coaching with a certified coach to set you on a transformative leadership path.

## OPERATIONAL BEST PRACTICES

Operations encompasses the day to day activities that make your practice's strategy come to life. We will cover best practices in operational efficiency, capacity, processes, key policies and procedures, and more!



## LOYALTY AND RETENTION

Gather best practices in client / patient retention and loyalty and learn to assess patient relevancy and value. We share techniques and strategies to ensure exemplary experiences exist in your practice.

## METRICS & KEY PERFORMANCE INDICATORS

Explore the metrics and key performance indicators every practice owner should measure, review, and act upon. We cover qualitative and quantitative metrics and the analytical strategies and tools you can use to track and review important metrics in your business.



## HUMAN RESOURCES 101

A packed introduction to key human resources practices every practice owner should adopt. This session is complete with info, tools, and techniques on organizational culture, equity, diversity and inclusion, employee engagement, managing people, navigating difficult conversations, and implementing physical and psychological health and safety standards in your practice.

*"The Healthy Business workshop series was even more comprehensive and enlightening than I had imagined it would be. The workshops are jam-packed with practical takeaways, opportunities for personal development and inspiration. It is the ultimate business boot camp to level up and become a more effective leader in your community."*

*— Dr Stephanie Van Deynze-Snell, Owner Central Veterinary Services*

*Register Now*

# ABOUT US

## AMY OLIVER

MBA, BSCPH, RPH, PMP, CLC

Amy Oliver is an experienced healthcare executive and president of Amy Oliver + Co, offering trusted advisory services and professional coaching to practice owners, leaders, and organizations in the healthcare and wellness industries. She is passionate about advancing women in healthcare leadership and entrepreneurship.

Amy has advised and coached hundreds of healthcare leaders to drive high performance within the healthcare, social services, and academia sectors.

Amy holds an MBA with a dual concentration in Organizational Leadership and Health Administration. She is a pharmacist, a Certified Leadership Coach, and a globally certified Project Management Professional. Amy holds certificates in Emotional Intelligence and Advanced Strategic Management and Leadership.

Amy has won multiple health sector and leadership awards, has been recognized internationally for her academic work, and most recently has been selected as a member of the prestigious Governor General Canadian Leadership Conference.

Amy is a success-driven and proven executive with a passion to assist practitioners, health organizations, and leadership teams in the areas of entrepreneurship, operations, strategy development, project planning, leadership and engagement, and diversity and inclusion.



### CONNECT WITH AMY:

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