

Practice Management Courses

IHM611 Practice Management: Ethics for the Wellness Professional

This course addresses professional ethics in acupuncture and oriental medicine in addition to addressing best professional practices. This course introduces students to the relevant ethical and regulatory issues germane to professional clinical practice, including concepts of professionalism, scope of practice, boundaries, and confidentiality.

IHM620 Marketing for Health & Wellness Professionals

This course equips students with the marketing skills and resources necessary to act as wellness professionals. Students will learn how to design a strategic marketing plan, develop their unique brand, and leverage current technological platforms for messaging/communicating their practice. Students will acquire real-world, practical skills and techniques to plan, launch, market, and network their practices in a manner that aligns with their innate passion for health and serving others.

IHM768 Advanced Practice Management

Students learn the ethical, legal, and business skills necessary to collaborate with other practitioners and to work in an integrative setting. Topics include professional development, scope of practice, case management, risk management, and practice systems including record keeping, billing methods, and use of technology.

Practice Management Courses – Health and Wellness Coaching

IHM650 Practice Management in Coaching

This course is designed to prepare students to be successful wellness professionals upon graduation. Special emphasis will be given to practice management, including developing an entrepreneurial mindset, business planning, how to effectively market using social media, communicating with stakeholders, and the ethical, legal, and regulatory issues related to operating as a professional.

Practice Management Courses – Nutrition

IHM665 Practice Management for Nutrition Professionals

Students will develop a practical approach to managing a small business or clinical practice. Focus is placed on promotional skills, financial strategies, and the application of ethical considerations in business matters.

Practice Management Courses – Oriental Medicine

IHM660 Practice Management: The Practice and Business of Oriental Medicine I

In this intensive kickoff to a series of classes on the practice and business of Chinese medicine, students will begin to learn the skills and resources necessary to act as wellness professionals. The focus of this course will be on finding the vision for your practice and learning how to translate your passion into words in order to begin to attract clients to your practice.

IHM661 Practice Management: The Practice and Business of Oriental Medicine II

In part one of this two trimester series of classes, students will deepen their study of the skills and resources necessary to act as wellness professionals. Students will learn how to design a strategic marketing plan, develop their unique brand, and leverage current technological platforms for messaging/ communicating their practice or profession. Students will acquire real-world, practical skills and techniques to plan, launch, market, and network their practices in a manner that aligns with their innate passion for health and serving others.

IHM762 Practice Management. The Practice and Business of Oriental Medicine III

In part two of this two trimester series of classes, students will continue their study of the skills and resources necessary to act as wellness professionals. Students will learn how to design a strategic marketing plan, develop their unique brand, and leverage current technological platforms for messaging/ communicating their practice or profession. Students will acquire real-world, practical skills and techniques to plan, launch, market, and network their practices in a manner that aligns with their innate passion for health and serving others.

IHM763 Practice Management: The Practice and Business of Oriental Medicine IV

This final course in the practice management series will introduce students to the fundamental skills necessary to become wellness practitioners, with an emphasis on the tools of business planning. Students will learn the essential components of a business plan, create their own business plans, learn the fundamentals of practice systems, risk management, insurance, and the ethical and regulatory issues critical to starting a practice or operating as professional practitioners.

Practice Management Courses – Therapeutic Herbalism

IHM664 Practice Management for Herbal Professionals

Students will develop a practical approach to managing a small business or clinical practice. Focus is placed on promotional skills, financial strategies, and the application of ethical considerations in business matters.

Practice Management Courses – Yoga Therapy

IHM662 Professional Practices for Yoga Therapy Practitioners I

This course addresses professional ethics for the practice of Yoga Therapy in addition to addressing best professional practices. Legal, regulatory and business issues will be addressed, as well as relationships to peers, mentors, organizations and the general yoga community. Personal and professional development will also be discussed.

IHM663 Professional Practices for Yoga Therapy Practitioners II

This course is a continuation of IHM662 Professional Practices I and is designed to prepare students to create a successful practice upon graduation. Special emphasis will be given to practice management, including developing an entrepreneurial mindset, business planning, how to effectively market using social media, communicating with stakeholders and the legal and regulatory issues related to operating as a professional.