



Welcome to *Concepts in Health Care Entrepreneurship*!

Thank you for taking on the challenge of learning about business and making a commitment to excellence as a health care provider. Without a doubt, success for you means reaching out to those in need and providing each person with the best care possible. Your main objective first involves recruiting patients, and then retaining those patients, seeing them return again in the future, and having them spread positive word of mouth in the interim. Inevitably, this goal of becoming an excellent health care provider requires business knowledge at an often times advanced level.

The study of business is best conducted within a group setting. Even though you may start this process alone, continue the effort to track down 2-4 other professionals to study alongside. The first 20 weeks (Phase I) covers material that can be learned long before starting work as a health care provider. Material covered over the remaining 30 weeks (Phase II) may be easier to assimilate after having some experience working within an actual health care setting.

- You may need to skip ahead to chapter 14 if you need financing.
- You may need to skip ahead to chapter 17 if you already treat patients.
- You may need to skip ahead to chapter 18 if you need or have employees.

There will be a new assignment almost every week as outlined in this self-study guide. Keeping motivated to complete each assignment on time means that you will acquire an amazing set of business skills in one year's time. A group business project also forms part of this process and should take several weeks to complete. In order to prioritize the material and make this process as simple as possible, a color has been placed before each week representing the relative importance of what will be covered.

- Essential to master and firmly embody
- Strong need for proficiency to enhance overall abilities
- Acquire at least a general understanding
- Briefly review and then move forward

Take a deep breath and set your mind on a higher goal of success as a health care provider. Respect what this education can offer and work through this process in a comfortable way. Use this timeline if it helps, or create a different framework that better fits within your daily life. Consider accessing other products we offer to assist with the learning effort. No matter the case, enjoy the experience and don't let stress get the best of you. Now, let the adventure begin . . .

## Self Study Guide – Phase I

- Week 1 Read sections 1.1 & 1.2 and outline your ideal practice. Discuss your ideas with your study group.
- Week 2 Read sections 1.3-1.5.
- Week 3 Do chapter 1 homework and read section 2.1. Consider buying a map of a desired marketplace.
- Week 4 Read sections 2.2-2.5 then practice dialoguing with your study group.
- Week 5 Look over section 2.6, complete chapter 2 homework. A template territory worksheet can be found online at [remedybooks.com](http://remedybooks.com) under the *Students* tab.
- Week 6 Read sections 3.1 & 3.2. Consider buying the book *Memory Power* by Scott Hagwood.
- Week 7 Read sections 3.3 & 3.4 and then practice dialoguing with your study group.
- Week 8 Read the remainder of chapter 3, complete chapter 3 homework, and look over Appendix I.
- Week 9 Look over the retention checklist found online at [remedybooks.com](http://remedybooks.com) under the *Students* tab and then read sections 4.1 & 4.2.
- Week 10 Read the remainder of chapter 4 and complete chapter 4 homework.
- Week 11 Read sections 5.1 & 5.2.
- Week 12 Read section 5.3 and then look over section 5.4. Complete chapter 5 homework.
- Week 13 Break. Start your group sales luncheon project found at [remedybooks.com](http://remedybooks.com) under the *Teachers* tab.
- Week 14 Read sections 6.1 & 6.2.
- Week 15 Look over section 6.3. Read section 6.4 and complete chapter 6 homework.
- Week 16 Chapter 7 covers section 6.3 in more depth. Refer to it if need be. Read section 7.1 *Assets*.
- Week 17 Read the remainder of section 7.1 covering *Liabilities* and *Equity*.
- Week 18 Read sections 7.2-7.3 and complete chapter 7 homework.
- Week 19 Break. Begin contacting businesses for your group business project (sales luncheon).
- Week 20 Break. Begin putting together your group business project presentation.

## Self Study Guide – Phase II

- Week 21 Read sections 8.1 & 8.2. Explore the financial ratios at [remedybooks.com](http://remedybooks.com) under the *Students* tab.
- Week 22 Read the remainder of chapter 8 and complete chapter 8 homework.
- Week 23 Look over section 9.1, but mainly focus on how an LLC and S corporation operate.
- Week 24 Read sections 9.2-9.5, complete chapter 9 homework and look over Appendix II.
- Week 25 Read section 10.1 and look over section 10.2. Complete chapter 10 homework.
- Week 26 Read chapter 11 paying close attention to the concept of net present value.
- Week 27 Complete chapter 11 homework and read sections 12.1 & 12.2.
- Week 28 Read section 12.3, explore Microsoft® Excel per section 12.4, and complete chapter 12 homework.
- Week 29 Review section 1.3 and read sections 13.1 & 13.2. Look over Appendix III.
- Week 30 Review section 7.2 and read section 13.3.
- Week 31 Review sections 11.4-11.6 and read section 13.4.
- Week 32 Finish reading chapter 13, complete chapter 13 homework and explore Appendix III again.
- Week 33 Break. Complete the Business Valuation project at [remedybooks.com](http://remedybooks.com) found under both the *Teachers* and *Students* tabs. Make sure your group business project (sales luncheon) is near completion.
- Week 34 Read sections 14.1-14.3.
- Week 35 Read the remainder of chapter 14 and complete chapter 14 homework.
- Week 36 Look over section 15.1 and read sections 15.2 & 15.3.
- Week 37 Look over section 15.4 and compare it with Appendix III. Complete chapter 15 homework.
- Week 38 Read chapter 16 and complete chapter 16 homework.
- Week 39 Read sections 17.1-17.4 and then practice dialoguing with your study group.
- Week 40 Finish reading chapter 17 and complete chapter 17 homework.

## Self Study Guide – Phase III

- Week 41 Break. Practice dialoguing with your study group according to chapters 3, 4, and 17.
- Week 42 Read sections 18.1 & 18.2.
- Week 43 Finishing reading chapter 18.
- Week 44 Complete chapter 18 homework. Read sections 19.1-19.3.
- Week 45 Read section 19.4, look over section 19.5 and complete chapter 19 homework.
- Week 46 Look over chapter 20 and refer back to relevant chapters. Complete chapter 20 homework.
- Week 47 Review chapter 3. Complete the group business project (sales luncheon) by this time.
- Week 48 Review chapter 4.
- Week 49 Review chapter 17.
- Week 50 Write thank-you letters to members of your study group and anyone that provided assistance.