



YOUR SUCCESSFUL PRACTICE

A one-day seminar – led by Kath Antonis and Mary Tassell

A Key Skills Seminar for the

National Institute of Medical Herbalists

Timetable

Time	Subject	Info
9.30 – 10.00 am	Registration	Meet, register and socialize.
10.00 – 11.00 am	Vision, Innovation, & how to find out what people want	Kath. Glamorous assistant Mary
11.00 – 11.20 am	Tea break	☺☺☺
11.20 – 12.20	Location Location Location	Mary. Glamorous assistant Kath <i>Finding a good clinic, how to make a shared room yours</i>
12.20 – 1.20 pm	Lunch	☺☺☺☺☺
1.20 – 2.00 pm	Finding support	Kath. Glamorous assistant Mary <i>Financial support, grants, practitioner groups, N.I.M.H.</i>
2.00 – 3.00 pm	Getting known	Mary. Glamorous assistant Kath <i>Advertising and marketing- getting yourself known, leaflets, networking, walks and talks.</i>
3.00 – 3.20 pm	Tea break	☺☺☺
3.20 – 3.40	Book-keeping	Kath. Glamorous assistant Mary <i>Some brief guidelines on how to keep the books straight.</i>
3.40 – 4.30	Self care	Kath /Mary. Glamorous double act. <i>Self care- time management, avoiding burn out, maintaining boundaries.</i>

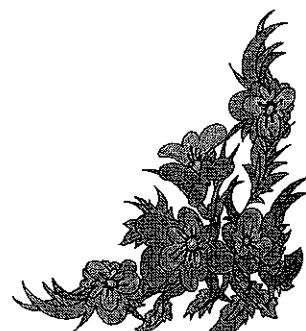


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Vision and Innovation

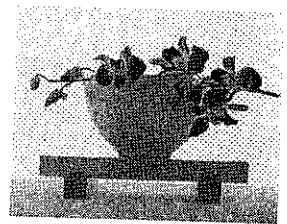
How to find out what people want.

Notes

Heating

How to make a shared room yours

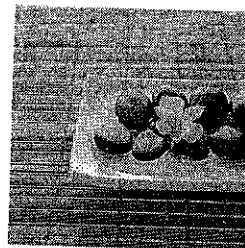
Your certificates (not other peoples)
Candles/oil burners (check with owners)
Rugs/throws (over examination couch)
Cushions
Pictures
Music
Ritual
Reference books
Plants, flowers,
Toy basket
Mobile from ceiling.



If you are comfortable in your environment patients will respond better. Make sure the seat your patient is sitting in is comfortable.

What can the patient see from their perspective? What do you want them to see?

Feng shui??



You will not find the perfect clinic.

What can you compromise on?

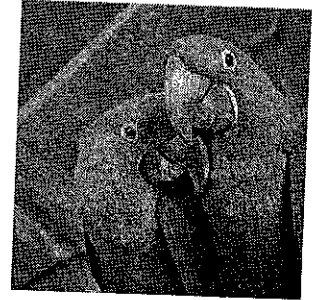
What can you not compromise on?

Finding Support

Practical

Your partner

- Can provide emotional & practical support. Their support can be particularly important if you are working from home. Make sure that they are entirely happy with the situation & minimise the intrusiveness factor as far as possible.
- Herbal medicine can take over your life – make sure to make time for loved ones.
- Do they have any life skills that they would be willing to bring to this enterprise??
- Can they become actively involved or contribute should they wish to?
- Emotional support is important when you have been dealing with ill patients all day. Make sure you are honest with your partner re how you are feeling.



Business support

Business Link

A National free service to support people setting up in business. Advice on bookkeeping, putting together a business plan etc.

Business Breakfast Clubs

Ran locally for local small businesses – usually meet once a month for breakfast with a speaker. Useful for help/support on running a business, networking, (?generating business). Look in the local library for details or contact Contact these puppies & ask re what support they offer for small businesses (? Grants)

Chamber of Commerce

Local Chamber of Commerce may be useful for general business support purposes.



01202 828674
07905 789850 (mobile)

Community Action Network: www.can-online.org.uk
Facilitates Social Entrepreneurs

School for Social Entrepreneurs: www.sse.org.uk/network/
Run courses to enable Social Entrepreneurs

Government funding: www.governmentfunding.org.uk/
Database: www.j4b.co.uk

UnLtd The Millennium Fund www.unltd.org.uk In their words, supporting people who make a difference.	
Head Office/London Office: 123 Whitecross Street Islington London <u>EC1Y 8JJ</u> Telephone: 0207 566 1100 Fax: 0207 566 1101 info@unltd.org.uk	Birmingham Office: Unit G2 The Ground Floor The Arch 48-52 Floodgate Street Birmingham, <u>B5 5SL</u> 0121 766 4570
Bradford Office: Second Floor Highpoint Building Westgate Bradford, <u>BD1 2TT</u> 01274 750 630	North Yorkshire Office: P.O.Box 82 Whitby YO21 2WT 01287 660011
Northern Ireland Office: Room 70/71 Scottish Mutual Building 16 Donegal Square South Belfast, <u>BT1 5JG</u> 028 9024 4007	Scotland UnLtd Office: 54 Manor Place Edinburgh, <u>EH3 7EH</u> 0131 226 7333
Wales Office: Fourth Floor Baltic House Mount Stuart Square Cardiff, <u>CF10 5FH</u> 02920 484811	

Ideas for Promoting Yourself

Yellow pages

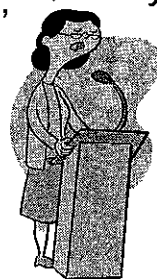
Leaflets

Placement of **good quality** leaflets

- Placement of **good quality** leaflets. Clinics – ie dentists, osteopaths, physio's, GP surgeries, healthfood shops, gyms (libraries), chiropodists, spa's.

Give talks

- WI, support groups, GP's, pharmacists, local libraries, rotary clubs, garden clubs. Have two or three stock 'talks' to draw from. Tailor the talk to your audience. Make it as interactive as poss. Always have your leaflets to hand out. Use your local library to find out about any support groups in the area.



Network with other practitioners

- Herbalists & other therapists in the area. Let them know that you are about. Refer where necessary (ie osteopaths etc). They will start to do likewise.

Join something like a business breakfast club

- May help you pick up some valuable business skill. V good for networking. May help you source good local printers, accountants etc.

Do library displays.

- When you approach the library, ask them if they would like an *educational display*. Don't approach it as if you are promoting yourself, rather as if you are providing education & information. Leave leaflets with the display, make the display as visually eye catching as poss. Use library books.

Hold open days at your practice

- Offer free blood pressure checks, 15 minute consultations, herb teas etc.

Local Gym

- Speak to manager re offering a service for their clients. Hold a one off 'health advice clinic' at the gym. Free 15 minute appointments. The gym will book the appointments for you. You give your time free for the evening. One or two new patients may be gained via this route.

Web site

- Having your own website can pay dividends. You can also put events like herb walks, workshops etc on it. Make sure that you are listed on NIMH's website.

General

Keep positive, even when things are quiet. Project an image of success at all times.

Make sure your leaflets are good quality. They are often the deciding factor as to whether a person decides to consult you or not.

Network in as many ways as possible.

Keep in touch with the natural world – remind yourself of what its really all about.

Support your Institute, and thus your fellow practitioners, in any way you can.

Tips for Writing Articles

DO your homework –that means finding and reading suitable publications. Look for local newspapers, journals, what's on magazines, village and parish magazines etc. and see if they have a health and beauty section and what sort of articles they contain. Think about the target audience for the publication, general length of the articles it carries and the overall tone.



Contact the editor (the name will be inside the magazine on the contents page) by phone to suggest your proposal (think about publication dates and don't contact just before the magazine is due to be produced as the editor will have a lot on their minds!) Make your suggestion relevant and imaginative i.e. for a monthly magazine suggest something relating to a health awareness campaign or something seasonal (hay fever, exam nerves, holiday tum, etc), or target a specialist magazine like your local NCT branch and suggest a piece on herbs and childbirth. Offer to send copies of pieces you have written (you don't have to say whether or not they've been published) and send them straightaway – by email if you can. If the editor doesn't come back within a few days phone them again and ask politely if they've had a chance to read your work and are they interested.

If they say YES, do a silent cheer and then, double check the required word length, the submission date (this will be at least couple of weeks before publication date for a monthly magazine) and whether any remuneration is possible. Depending on the magazine or paper you may end up doing a short piece for little or nothing but writing something with your details in it is free advertising for you and invaluable experience so take every opportunity.

WRITE! Not as easy as it seems and takes time and practice.
Think about

- Your audience and write at an appropriate level so if it's a general interest magazine do not include lots of medical jargon. If it has a youthful audience then using conversational English may work i.e. don't, instead of do not (check other articles in the magazine).

Article Examples

Men's Health

I don't see many men in my clinics, and those that attend have often had the appointment made by their female partner. Perhaps it's not surprising given the typical male's reluctance to seek medical advice except in an emergency.

However a medical herbalist can help improve a man's health e.g. if you're feeling stressed or depressed, having trouble sleeping, always getting colds, suffering from acne or are recovering from an injury. Herbs can be very effective in treating things like sweaty or smelly feet as well as more unpleasant conditions like athlete's foot. Liver healing plants, like Milk Thistle, may be beneficial if you drink alcohol regularly and hangovers too respond well to herbs. For prostate problems herbal combinations including Saw Palmetto, Nettle root and Thuja have been shown to be as effective as drugs in mild to moderate cases without the distressing side effects.

A good diet helps you stay healthy and recover from injury quicker. Everyone knows they should cut down on junk and fried foods and instead eat a minimum of five **different** portions of fruit and vegetables (not 5 grapes as one guy boasted to me!). Fresh, dried, tinned or frozen is OK and it doesn't mean having to eat salad. For example the spices in curry are good for health - just add a vegetable dish to your choice. Onions count (not deep fried rings!) so including them and mushrooms with the tomatoes in a bolognese sauce gives you three portions! Fruit juices also count, so try pomegranate juice, it's good for heart health and keeping the arteries clear of cholesterol, something men especially need to think about. Zinc is important for fertility and libido (that's why oysters, the highest natural source, are considered an aphrodisiac). Pumpkin seeds and nuts contain zinc too so nibble on those instead of crisps as a snack whilst sipping the beer.

So look after your diet – and make your own appointment!

Julie Dore Medical Herbalist BSc MNIMH
Clinics at Oakington 01223 237459 and St Ives 01480 492088

What Patients Like

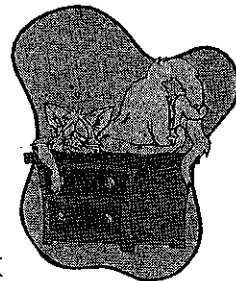
- Prompt feedback if they have any problems. Patients usually just need reassurance. Be calm and supportive.
- Check your answerphones regularly. Make them feel that they are supported.
- To be actively listened to.
- Making the patient feel important. Not answering the phone whilst with a patient.
- Taking their coat. Making sure their comfortable.
- Praise – say well done. Emphasise the partnership aspect of the consultation process and ensure you say well done when they do change their diet/cut back on caffeine etc.
- Be professional but approachable.
- The NIMH bags!!
- Make a note if they have a birthday coming up.
- Being involved in the medicine making (If poss make up their medicines in front of them. Get them to smell certain Trs (ie rose). Talk about the herbs. Take them into the garden & show them certain herbs (or have them growing in pots in the room). Talk about cleavers tea etc.
- Become a source of knowledge re local practitioners & resources. Self help groups, interest groups, adult education courses etc.
- Diet sheets
- Organic medicines.
- Xmas cards
- Recycling.
- Looking up drugs in BNF.



Avoiding Burnout

The most important tool an Herbalist has is the Herbalist.

Strategies for self care are vital to the success of your practice as an Herbalist. This area is both the most crucial to success and the most vulnerable to neglect. Stress can come from:-



- The pressures of running a business (paperwork etc)
- Worries about making a viable living (esp in the first few years).
- Overtiredness after long days of patient contact, which can be physically & emotionally draining.
- Taking on of emotional baggage from patients. Over concern for patients welfare.

A physically and emotionally exhausted practitioner is no good to anyone – nobody wins.

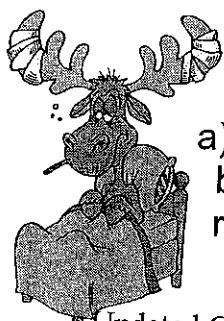
Physical Self Care – A Case Study

Taking time off due to illness can be a big issue. Psychologically there are two main areas to deal with:-

- I will let down my patients.
- People might think I am no good at my job if I cannot even look after myself!!

Knowing when to admit to illness can be tricky. I needed to take two days off last year at short notice due to illness. This involved contacting and re-arranging the appointments of seven patients. This was a daunting task. Ultimately I did cancel the patients and found the following outcomes:-

- a) Patients were very understanding and sympathetic .
- b) My two days resting actually helped enormously and returned me to good health very quickly.



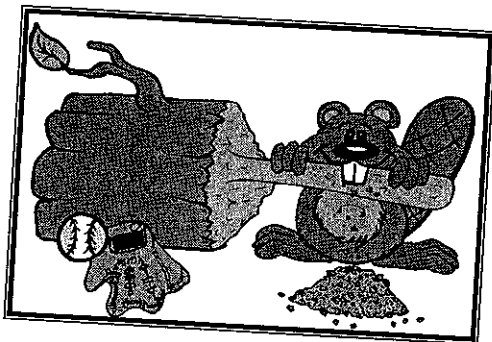
Self Care - Suggestions		
Physical self care	Psychological self care	Spiritual self care
Miscellaneous		

'Ha! Said rabbit, feeling quite happy again. "Another notice!" This is what it said:

GON OUT
BACKSON
BISY
BACKSON

Rabbit didn't know what a Backson was – in spite of the fact that he is one.'

The Tao of Pooh & the Te of Piglet. Benjamin Hoff.



Not stopping to smell the roses is a familiar concept in modern day living. Its real relevance however encompasses the whole concept of self care. Keeping your foot pressed down on the accelerator all the time will eventually wear the car out. When the car breaks down everyone suffers. Self care means ensuring that we do not become 'busy backsos'.