Build Your Own Healthcare Practice

CONTINUING INTERPROFESSIONAL EDUCATION SERIES*
Simultaneously Video Conferenced in Hillsboro and Honolulu

Marketing and Location Considerations

Create a Marketing Plan for Your Business
Amy Schmidt, Retirement Connection

A comprehensive marketing plan includes much more than a sign on the door. Amy will help participants visualize the marketing cycle for their business, and give concrete examples of winning marketing plans on any budget. At the end of the presentation, participants will be able to identify their target audience, describe 3 keys to a successful marketing plan, start a marketing plan for the first year of the business and list 4 ways to market the business on any budget.

Find the Best Business Location
Marilyn Scott, Chair, Portland SCORE

Putting your best foot forward includes finding the best place to plant your foot. Marilyn will encourage participants to consider many variables when deciding where to locate their healthcare business. At the end of the presentation, participants will be able to describe one connection between location and success in business, identify the attributes of a beneficial location for your business, assess the benefits and risks of potential locations.

Register Online

<table>
<thead>
<tr>
<th>Registration Fees</th>
<th>Alumni</th>
<th>Preceptors</th>
<th>Unaffiliated</th>
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</thead>
<tbody>
<tr>
<td>Each Session</td>
<td>$50.00</td>
<td>$60.00</td>
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Location (s)
Hillsboro Campus | 711 SE Baseline #132 | Hillsboro, OR
Honolulu Office | 677 Ala Moana Blvd | Honolulu, HI

Thursday | 6:30 p.m.— 8:30pm
March 12, 2015