

COMMUNICATION SKILLS RCC AGM WEBINAR SERIES

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The Royal College of
Chiropractors
#RCCAGM2020

Ethical and Compliant Communication of Patient Services

Celia Champion

Webinar Outline

Join Celia from Painless Practice to explore how you can communicate with your patients about your services more effectively and within the ethical and compliant boundaries. The talk will cover:

- The CAP (Committee of Advertising Practice) advice and the ASA (Advertising Standards Authority) guidance
- Getting your message and purpose exceptionally clear by focussing on WHY you do what you do and how you differentiate yourself
- The powerful art of storytelling in communicating your services
- The seven-step framework to craft all your communications

You will leave the session feeling more confident about communicating to patients about your services and have some easy to implement frameworks.

Speaker

Celia Champion is the owner of Painless Practice. Celia specialises in supporting chiropractors on the non-clinical, business side of their practice. Whether you want to grow your practice, plan your exit strategy, get a better work life balance or manage your practice and team more efficiently and more successfully, Painless Practice are able to help. Celia and her team are passionate about seeing practitioners enjoying their work and achieving their vision. Celia co-authored 'Seven Pillars of a Painless Practice' and is a leading keynote speaker in her field.



NOVEMBER 2021

Tues 2nd

19:00 - 20:00

Free for RCC Members - a link will be provided by email.

Non-Members: £35 - to register please visit:

rcc-uk.org/rcc-events

Registration closes:
Tuesday 2nd November
2021, 5pm.

Convenor: Mark Gurden PhD,
FRCC (Pain)

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Series Schedule

Ethical and Compliant Communication of Patient Services

Tues 2nd Nov 2021, 7 - 8pm

Speaker: Celia Champion, Painless Practice

Motivational Interviewing

Thurs 25th Nov 2021, 7 - 8pm

Speaker: Prof Lesley Haig, AECC UC

The RCC Clinical Practice Standard for Communication

Weds 12th Jan 2022, 7 - 8pm

Speaker: Phil Jones MRCC, LRCC (Pain)

2022 President's Lecture: Effective Clinical Communication

Weds 26th Jan 2022, 1 - 2pm (RCC AGM – members only)

Speaker: Professor John Skelton, University of Birmingham