

Clinic Client Recruitment Policy

Policy Code: CLI-007**Version:** 5.0**Effective Date:** 16 July 2024

Purpose

To detail the requirements for student practitioners to attract clients to the Endeavour Wellness Clinic to practice their marketing and clinic promotion skills to gain the confidence to attract clients once in business for themselves.

Scope

- > All campuses
- > Clinics
- > Clinic Supervisors
- > Lecturers
- > Students

Policy Statement

While the College makes every effort to promote the Endeavour Wellness Clinic and encourage clientele by committing to a national marketing strategy and financial investment every year, clinic students are also expected to promote themselves as student practitioners by attracting clients. This activity forms part of the overall clinic development skillset that prepares students with the skills that they can use to promote themselves once they are graduated. It also ensures that all clinic students can be assessed academically efficiently to allow for clinical development and improvement.

This two-way commitment by the College and the clinic student to promote the Endeavour Wellness Clinic results in a positive outcome for students in that they will be able to treat clients that they have secured and also members of the public who have been marketed by the College, resulting in a diverse mix of clientele that promotes a positive learning outcome for clinic students.

In every clinic teaching period, students are expected to bring at least three (3) clients into the clinic in which they are studying. Failure by the student to carry out this College expectation might have the repercussion of the student not seeing enough clients throughout a clinic block and therefore not being able to be academically assessed in the teaching period. This, in effect, will be detrimental for the student as they may not fulfil the learning outcomes of the clinic subject, and consequently, could fail the subject should they not consult with enough clients.

Strategies to attract clients to the clinic will first be taught in appropriate preclinical skills subjects, including the requirement to attract clients to clinic when those subjects are studied. This and other business-related training will continue throughout the student's degree journey so that they have the marketing skills to be able to promote themselves once they become fully qualified natural health experts.

Definitions

College – The Australian College of Natural Medicine Pty Ltd (ACNM) trades as Endeavour College of Natural Health and Endeavour Wellness Clinic. For the purpose of this policy, any reference to 'College' or 'the College' should be considered a reference to each or any of these respective trading names / entities.

Student - An individual person who is formally enrolled to study at the College. The individual person is that who appears on the College's documents such as enrolment, admission and payment documents, and who is assigned an individual student ID.

Related Procedures

Not Applicable

Further Information

Related Policies

Not Applicable

Related Documents

Clinic Handbook

Guidelines

Not Applicable

Benchmarking

Not Applicable

Supporting Research and Analysis

Not Applicable

Related Legislation

Not Applicable

Review and Approval

Policy Author

Associate Director – Clinical Services

Policy Owner

Director of Clinic and Campus Operations

Contact

Director of Clinic and Campus Operations

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Recommending Body

Not Applicable

Approval Body

Director of Clinic and Campus Operations

Approval date: 19 April 2023

Policy Status

Revised

Responsibilities for Implementation

- Clinic Staff
- Clinic Students
- Director of Clinic and Campus Operations
- Director of Education
- Heads of Department

Key Stakeholders

- Clinic Clients
- Clinic Staff
- Clinic Students
- Director of Clinic and Campus Operations
- Heads of Department
- Academic Clinic Coordinators