

INM/NMSA Brings you:

The Naturopathic Business Series as well as The Great Naturopathic Business Pitch

Our **Audience** profile consists of 2000+ students and new NDs across North America as well as the Institute of Natural Medicine Residency Consortium that includes over 100 NDs and dozens of naturopathic residents.

Our **Purpose** is to provide business webinars from the experts themselves to bridge the gap in business knowledge.

Our **Layout** will be to host an 11 month webinar series that will cover business topics and provide student: doctor networking breakout groups prior to the hour concluding. To wrap the annual series students will have the opportunity to participate in “*The Great Naturopathic Pitch*” where a shark-tank style presentation will be conducted during the NMSA annual conference and a winner selected.

At the end of the 11-month series the NMSA will host *The Great Naturopathic Business Pitch* live at our Annual Conference, co-located with the AANP. A panel of expert judges will hear 4 finalist presentations, ask questions, deliberate and select the *Winner of The Great Naturopathic Business Pitch*.



LEARNING:

- 1 Participants receive in-depth, practical business skills training
- 2 ND's gain or refresh their knowledge about new business skills
- 3 New business services companies are exposed to the needs and opportunities of the ND community

SHARING:

- 1 Best practices/clinical pearls will be built into each presentation
- 2 Student/ND virtual networking opportunities provided with each session

PROMOTING:

- 1 Business practice training that our members and residents have been requesting
- 2 New business to the ND community

AUDIENCE:

- 1 Naturopathic medical students
- 2 First and second year naturopathic residents
- 3 Practicing NDs



TARGET TOPICS:

- 1 **Online Marketing**
Learning Objective: how to develop an online marketing plan
- 2 **Website Management**
Learning Objective: budgeting, measuring and managing
- 3 **Banking/Lending/Debt**
Learning Objective: post-education long term planning
- 4 **Real Estate** (lease negotiations, etc)
Learning Objective: leasing options, requirements, negotiations and space needs
- 5 **Lead Generation**
Learning Objective: beyond social media, how to translate it to new business
- 6 **Portals!** (supplements, patient management) *Learning Objective:* differentiating between available platforms
- 7 **EMRs**
Learning Objective: evaluating options for ND practices; cost structure and functionality
- 8 **Business Structure Overview**
Learning Objective: determining the best structure for you
- 9 **Accounting/Billing Services**
Learning Objective: understanding why you do or don't need them
- 10 **Wealth Planning**
Learning Objective: planning for wealth
- 11 **Business Plan Pitching**
Learning Objective: how to pitch your business plan with rapid fire instant feedback

FORMAT:

50 minute presentations

Virtual Platform

Every Wednesday at 12:00pm PST of every month

Time Allotment

:0 - :05 INM/NMSA Welcome and Introduction

:05 - :10 Company Promotion

:10 - :30 **Business Punch** (*Ted Talk format for a quick-hitting business best of*)

:30 - :40 **Best Practices Breakout**

:40 - :50 **Regroup Meditation and Intention Setting**

CRITERIA:

Business content must be pre-approved by IMN/NMSA to ensure learning objectives

Prompt timeline maintained for presentation consistency

SPONSORSHIP PACKAGES:

The Naturopathic Business Series Title Sponsor:
\$25,000

The Great Naturopathic Business Pitch Title Sponsor: \$10,000

11-Month Single Series Sponsorship:
\$5,000

To be part of this great program please contact:

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At the AANP Conference, students compete with their **business ideas** head-to-head at the **Annual Business Pitch**