

MODULE 1

BUSINESS FOUNDATION & POSITIONING



3 CEUs • ON-DEMAND • SELF-PACED • OPEN TO MEMBERS & NON-MEMBERS

Most clinicians open a private practice with excellent clinical skills and no business blueprint. This module lays the foundation by addressing the vision, business model, legal structure and market position that determine whether a practice merely opens or endures. Built for the South African context, the module covers considerations ranging from CIPC registration to medical aid realities.



Strategic Foundation: Vision, Mission, Values & Purpose

Define why your practice exists, where it is going and what it stands for and then turn these ideas into statements that guide decisions rather than becoming wall art.



Business Models & Competitive Advantage

Understand how a healthcare practice creates, delivers and captures value. Explore the models available to speech-language therapists, audiologists and hearing aid acousticians and identify the advantage competitors cannot easily copy.



Business Structures, Tax & Commercial Viability

Compare the five business structures used in South African private practice and their tax and legal implications. Then test your market position and commercial viability before you invest.



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By the end of this module, you will be able to:

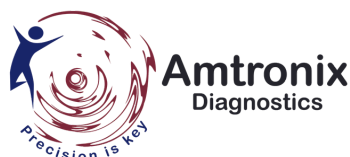
- Draft clear vision, mission and values statements for your practice.
- Map your practice's business model and write a competitive advantage statement.
- Select the business structure best suited to your practice, informed by South African tax and legal implications.
- Assess your market position and commercial viability before you commit significant capital.

Who it's for: Clinicians planning to open a private practice in South Africa and established practice owners revisiting their strategic foundation, structure or positioning.

Members – R800 • Non-members – R1 050

How it works: Watch the pre-recorded presentation, complete the practical activities and then pass a short, auto-marked online assessment (15 multiple-choice questions, with a pass mark of 80%) to earn 3 CEUs. Module content is evidence-based and aligned with relevant South African regulatory requirements.

BizSphere Module Sponsor



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Presented by

Siphesihle Jade McEtywa

General Manager – Operations Executive at Amtronix Diagnostics

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