

MODULE 3

MARKETING: TRUST, REPUTATION & REFERRAL GROWTH



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

Marketing feels uncomfortable for many speech-language therapists, audiologists and hearing aid acousticians because it sounds like self-promotion, not healthcare. This module reframes it: **marketing is the ethical work of earning trust at scale**, making your expertise visible to the patients who need it and the professionals who refer them, while ensuring full compliance with HPCSA ethical rules.



Professional Positioning & Trust

Define who you serve, what you offer and why patients and referrers should trust you. Turn these elements into a practical positioning statement for your practice.



Ethical Visibility & Communication

Become easy to find and evaluate online. Understand the distinction between appropriate professional visibility and marketing that may contravene HPCSA ethical rules.



Referral Growth & Professional Networks

Build the referral relationships that sustain a practice ethically and deliberately, without crossing into improper inducement.



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

- Write a clear professional positioning statement for your practice.
- Evaluate your marketing materials against HPCSA-aligned principles and correct any areas of non-compliance.
- Draft a patient-focused professional profile for your website or directory listings.
- Map three to five referral sources and define an ethical engagement plan for each.

Who it's for: New and early-stage private practitioners, as well as established practitioners reviewing their positioning and referral strategies.

Members – R800 • Non-members – R1 050

How it works: Watch the pre-recorded presentation, complete three 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. The module is evidence-based and aligned with HPCSA requirements throughout.

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