

MODULE 5

PATIENT EXPERIENCE & RETENTION

SPEECH-LANGUAGE THERAPY



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

Every interaction can strengthen a long-term client relationship, or quietly weaken it.

Most practices lose clients in the same way: not through a clinical error but through a missed follow-up call, an unclear explanation or a session that was never followed up. Module 5 ST gives you the patient experience design, communication skills and retention systems to close those gaps and build sustainable, long-term client relationships.



Patient Experience Design

Map the complete speech-language therapy patient journey from first contact to advocacy and identify where practices typically build or lose trust: during the initial contact, at the first consultation and in the days that follow.



Communication & Engagement

Develop the four tenets of effective clinical communication: active listening, clarity, professionalism and empathy, using practical scripts that you can apply in your next consultation.



Relationships & Sustainable Practice Growth

Understand why client retention matters, identify behaviours and service gaps that contribute to client disengagement and apply a simple, repeatable approach to client retention and use client lifetime value to inform your practice decisions.



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

- Map your patient journey and identify where service-delivery gaps may be contributing to client disengagement.
- Apply active listening, clarity, professionalism and empathy in every client interaction.
- Recognise the early warning signs and behaviours that may lead to client disengagement.
- Build a structured check-in process and understand the lifetime value of a retained client relationship.

Who it's for: Speech-Language Therapists in private practice who want to strengthen the client experience, improve follow-up and engagement, and build sustainable long-term professional relationships.

Members – R800 • Non-members – R1 050

How it works: Watch the pre-recorded presentations, complete the practical activities and then pass a short, auto-marked online assessment (multiple-choice questions, with a pass mark of 80%) to earn 3 CEUs. The module is practical and aligned with HPCSA requirements throughout.

Presented by



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