

2024 BHECN Core Topics

Marketing Your Small Business/Private Practice

Release Date: March 18, 2024

Expiration Date: March 17, 2025

Course ID: 24CE00077

The estimated time to complete this enduring material is **60** minutes.

TARGET AUDIENCE

This accredited continuing education activity is designed for behavioral health providers to include psychologists, advanced practice nurses, nurses, and licensed mental health therapists.

EDUCATIONAL OBJECTIVES

At the conclusion of this activity, the participants should be better able to:

- Establish a strong brand identity for their small business/private practice.
- Identify how to create and manage a professional online presence through social media, websites, and other marketing strategies.
- Implement ethical marketing practices.

ACCREDITED CONTINUING EDUCATION



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INTERPROFESSIONAL CONTINUING EDUCATION

In support of improving patient care, University of Nebraska Medical Center is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

NURSES/NURSE PRACTITIONERS

The University of Nebraska Medical Center designates this activity for 1.0 ANCC contact hour. Nurses should only claim credit for the actual time spent participating in the activity.

PSYCHOLOGISTS/LICENSED MENTAL HEALTH PROVIDERS



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

Continuing Education (CE) credits for psychologists are provided through the co-sponsorship of the American Psychological Association (APA) Office of Continuing Education in Psychology (CEP). The APA CEP Office maintains responsibility for the content of the programs. This activity has been approved for **1.0** credit hour of continuing education credit.

METHOD OF PARTICIPATION

In order to receive continuing education credits, you must complete these steps prior to the activity expiration date.

1. View the entire presentation
2. Complete the post-test with a score of 80% or better
3. Complete the online evaluation
4. Save and print your certificate. Retain for future documentation.

Any questions regarding credit, please contact Valeta Creason-Wahl 402-559-7487 or vcreason@unmc.edu.

DISCLOSURE DECLARATION

As a jointly accredited provider, the University of Nebraska Medical Center (UNMC) ensures accuracy, balance, objectivity, independence, and scientific rigor in its educational activities and is committed to protecting learners from promotion, marketing, and commercial bias. Faculty (authors, presenters, speakers) are encouraged to provide a balanced view of therapeutic options by utilizing either generic names or other options available when utilizing trade names to ensure impartiality.

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This activity may include presentations in which faculty may discuss off-label and/or investigational use of pharmaceuticals or instruments not yet FDA-approved. Participants should note that the use of products outside currently FDA-approved labeling should be considered experimental and are advised to consult current prescribing information for FDA-approved indications.

All materials are included with the permission of the faculty. The opinions expressed are those of the faculty and are not to be construed as those of UNMC.

DISCLOSURES

The accredited provider has mitigated and is disclosing identified relevant financial relationships for the following faculty, planners, and others in control of content prior to assuming their roles:

FACULTY

The following faculty have nothing to disclose:
Dalia Ruvalcaba, LIMHP

PLANNING COMMITTEE

The below planning committee members have nothing to disclose:

Katrina Cordts, PhD

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FINANCIAL SUPPORT

No commercial support was received for this activity.