



"Getting Started with an Online Healthcare Course"

FREE GUIDE

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A person is sitting on a bed, wearing a white long-sleeved shirt and pink and white striped pants. They are using a silver laptop. The background is a white bed with pillows.

Welcome

Thank you for downloading my free guide

"Getting Started With an Online Healthcare Course"

I firmly believe that every Allied Health, Specialist GP and Specialist practice is **one** successful Healthcare Course away from helping more people, growing at scale and increasing revenue ... without opening more clinics or hiring more people.

And the benefits of Healthcare Courses for your patients / clients are enormous.

Clients / patients can:

- Continue building their capacity with "at home" lessons in between appointments
- Go deeper and achieve mastery over a skill / therapy / rehabilitation topic in the comfort and privacy of their own home
- Reduce their overall investment in appointments (without you having to bulk-bill) with 1:1 appointments combined with your Healthcare Course
- Get started with your Healthcare Course while waiting for an appointment with your practice
- Access information and strategies from an expert in the field regardless of location or time of day

So for clients who are struggling, recuperating, have mobility issues, are regional / remote, work long hours, are shift-workers, have a new baby, are a carer, aren't able to access your clinic, want to learn with greater flexibility - and more! - the benefits of accessing your Healthcare Course are HUGE.

Effectively, anybody with internet access can benefit from you packaging your wisdom into easy-to-follow, practical lessons that will improve your students' health situation.

Think of the success of the PPP Parenting Program that supports millions of families worldwide.

Your Healthcare Course is a perfect example of meeting patients / clients where they are, giving them convenient access to healthcare, creating choice and achieving health equity.

CONSIDER ...

WILL YOU PACKAGE YOUR WISDOM AND BOOST THE SKILLS AND KNOWLEDGE OF YOUR CLIENTS, YOUR PEERS OR BOTH?

What benefits would having a Healthcare Course create for you?

- ➔ Reduced working hours
- ➔ Less stress
- ➔ More time
- ➔ Help more people
- ➔ Earn more
- ➔ Other (ie. work where you love)



So what's your big idea?

Coming up with your big course idea can feel a bit daunting. Many of us perfectionists (myself included) feel the pressure of HAVING to get this right the first go.

But let me give you some practical advice so you can breathe a sigh of relief ...

The best way to approach your course creation process (while you are still working and earning in your practice) is to start off small, test your concept, refine your concept, build your program, grow your audience and then launch your program, refine your program and then launch it again.

Yes this is a slightly longer process, but it has the following huge benefits:

- ✓ Your patients / clients will tell you what they want to buy
- ✓ You won't waste time or money with guesswork
- ✓ You will still earn an income while you are creating your course
- ✓ You will reduce risk and avoid "missing the mark" or having a drop in your income while you are building your new product
- ✓ Your patients / clients will go on the journey with you and receive added value from you along the way so when the time is right they will be ready to buy (and you get to be helpful not salesy - thank goodness!)

Low-risk appetite

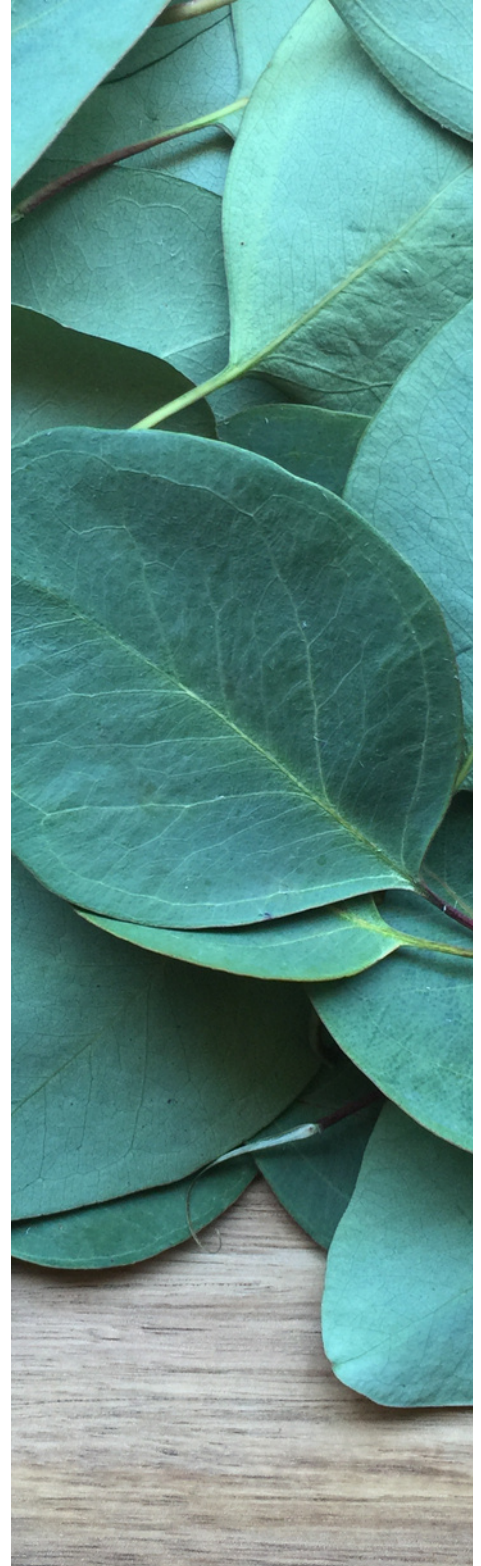
I have a high appetite for American-baked cheese-cake but a low appetite when it comes to anything risking my family, business or livelihood ... and I'm sure you feel the same way.

After building my health and medical marketing business for 12 years and hiring seven team members, I made the decision to move away from selling time by the hour (just like you) to having online courses and coaching and helping Allied Health, Specialist GPs and Specialists in a "one to many" model.

I wanted to work smarter (not harder), reach and help more people and earn my potential.

Here are some of the factors that helped me achieve huge success with online courses over the past five years:

- ✓ My audience guided me along the way as I was open to feedback on what they wanted from my programs
- ✓ I was able to continue earning while I created my programs (I call this part "crossing the desert" - but very much worth it)
- ✓ I built a list well into the thousands of people who gain value from my events and content
- ✓ I invested in quality coaching and advice and low-cost systems that allowed me to scale





"I wanted to work smarter (not harder), reach and help more people, and earn my potential."

This isn't meant to sound skite-y, but five years on, I work school hours, take off school holidays, have less stress, more freedom and help more people at scale without feeling stuck trading time for money. I am also much happier with what I earn compared with selling time or even when I had seven team members.

I have perfected the transition process from the "selling time" model to the "having products" model and teach this to my students inside the **Scaled Health Practice Academy** (so they can achieve results faster than I did).

My students are health and medical practice owners who learn exactly what they need to do to create a Healthcare Course and launch it as quickly as possible without risking their reputation - all in complete alignment with the Ahpra Advertising Guidelines (and equivalent ethical frameworks).

A starting point definitely helps ...

When coming up with a new Healthcare Course idea, I suggest practice owners start by identifying:

What is a topic that you feel really comfortable delivering?

What can you talk about with confidence?

What is a topic where your patients / clients struggle?

What do they always ask you? What do you wish they knew?

What's already working for your patients / clients in your 1:1 appointments?

What gives them value, benefits, relief and progress?

What is a topic that people will pay for?

What are people talking about (in relation to your topic) inside Facebook Groups?

Now for some examples ...

The range of Healthcare Courses you can develop in the health and medical fields is endless!

In the list on the following page you will discover different suggestions to help you see what is possible and to help get your ideas flowing. You will see that all of the ideas are very practical and add value to your clients / patients.

And (pro tip) - the closer your idea aligns with the wants and needs of your target audiences (who have capacity and willingness to pay), the more successful your Healthcare Course will be.

Just keep in mind however, that not every type of clinical intervention or therapy translates to digital service delivery. We know that there will always be a place for "hands on" physical examinations and interventions and that some information is best delivered in a highly customised, personalised and private 1:1 experience.

You also want to ensure that your client / patient has avenues for support if they need assistance with your area of expertise and their confidentiality and privacy is protected (as per clinical standards) as they move through your Healthcare Course.

With that in mind, the types of courses you can create can be very possible and powerful to:

Support clients / patients on waiting lists -

what information can be helpful, are there simple things people can be doing while they are waiting for their appointment?

Prevent health decline - what do you wish your clients / patients knew that would prevent illness or injury? How can you help them avoid behaviours or activities that would impact their wellbeing?

Deliver health challenges and coaching -

for clients / patients who want to achieve certain goals, can your online course help them work through a personalised plan with input from you or other qualified professionals along the way?

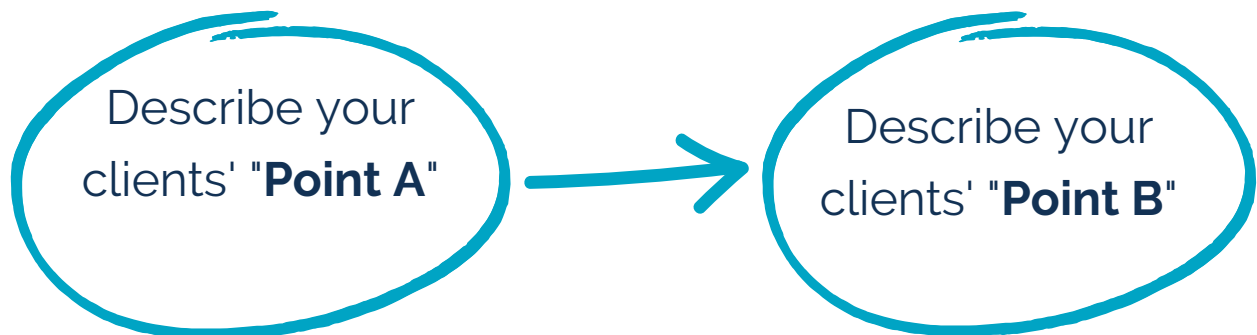
Add value to 1:1 appointments - what could your client be doing in between appointments with you that would help them on their healthcare journey? Are there lifestyle changes they could be making? Is there information they are missing that would supplement their progress? Are there frequently asked questions that you get from clients / patients that could be bundled into online information?

Create health communities -

would your clients / patient cohort benefit from meeting as a group to learn from others and gain new skills? (Note - what confidentiality choices / protection would you need with your group program?)

What is the transformation your patients / clients want to make?

Imagine how powerful it would be for your clients / patients if you help them move from **point A** in their health journey (exhausted, confused, overwhelmed, pain etc) to **point B** (increased quality of life)?



How many more referrals would this generate for your practice? And what would this mean for you and your practice if some or all of your revenue was generated through a "one to many" model?

Remember - you are only one successful Healthcare Course away from achieving improved health outcomes for your clients and growing your practice at scale.

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Health / Medical Online Course Ideas

1. Stress management (for X profession / parents / executives / athletes)
2. Career transitioning (for high school students, pre-retirees, executives)
3. Mindfulness for (busy Mums / executives / new parents / teachers / health professionals / families / retirees)
4. Depression / Anxiety: lifestyle strategies for teens / parents / executives (to complement 1:1 appointments)
5. Mental Wellness / Positive Psychology in Daily Life
6. Understanding Your New Diagnosis of X (choose topic that has consistency ie. Diabetes), or Better Diabetes Management
7. Recovering from X (Divorce / Trauma / Loss - to complement 1:1 appointments)
8. Preparing for ... (knee / hip) surgery (pre-hab with check-ins). Post-surgical blueprint / recovery pathway
9. Pelvic Floor In Daily Life
10. Falls Prevention for Your Clients
11. Understanding the X process (NDIS funding, Autism diagnosis, aged care, special schooling, home schooling)
12. Prepping for Prep (or other life event)
13. Identifying Developmental Delays (teacher / parent resources)
14. Stuttering Success / Swallowing Safely - speech pathology
15. Better sleep management
16. Healthy Living
17. Understanding Food Labels, Better Shopping Habits, Healthy Snacks for Kids, Understanding Dietary Intake (pregnancy, kids, teenagers, menopause, weight loss, muscle gain, older age)
18. Getting Started With Exercise
19. Navigating ... (menopause, parenting, new relationship)
20. Preparing for pregnancy (or your pregnancy journey)
21. Educational Play (parents / teachers)
22. Sensory Processing ... (identifying, supporting, anxiety)
23. Strength and conditioning program
24. Handwriting
25. Toilet training
26. Being a carer
27. Mastering X skills (Independent living, public transport, personal choice and boundaries)
28. Recovering from Burnout
29. Chronic Pain Recovery, Pain Management
30. Confidence and Body Image
31. Relationship skills
32. Living well with ADHD

These are just some of the ideas that work well and I trust this list will help you identify other opportunities to create a Healthcare Course from the wisdom and knowledge you have gathered in your area of expertise. And remember ... your online course might also be well-served for your health / medical colleagues if you believe there is an education opportunity in your field.

Start Thinking About....

1. What would enhance your 1:1 sessions?
2. What do you wish your clients knew?
3. What would move your clients forward and enhance their health outcomes?



Next Steps ...

If you're excited by the possibility of creating an Ethical Healthcare Course for your practice to help more people and increase your revenue, then I'd love to invite you to take the next steps and sign up for my FREE Masterclass "Increase Your Private Practice Revenue Through a Healthcare Course".

Yours FREE for a limited time! (valued at \$497)

[CLICK HERE TO GET STARTED](#)



In this highly practical Masterclass, you will learn:

- How to stop struggling and start scaling
- How to stop trying to be "all things to all people"
- How to avoid the common pitfalls that new healthcare course creators make

All in 100% alignment with the Ahpra Advertising Guidelines.



Hi, I'm Megan Walker

I am a health and medical marketing professional with over 25 years' experience teaching private practice owners how to reach and connect with their clients / patients through ethical marketing and Healthcare Courses.

I launched Market Savvy in 2007 and prior to this, was the Marketing Director of hospitals, health not for profits and medical research organisations.

I have three qualifications (including Master of Business Marketing) and I have also undertaken advanced studies in online course creation, digital marketing and coaching psychology.

I have worked with thousands of private practices, health NGOs and organisations nationally and internationally. I have implemented learning management systems for major health groups and have built online courses for PHNs and peak bodies across Australia. I launched my own online programs in 2019 and have successfully taught over 500 private practice owners how to build and launch their Healthcare Courses to improve health outcomes for their clients / patients while growing their practices at scale and achieving more personal satisfaction, revenue and freedom.

I offer two main teaching and coaching programs:

Scaled Health Practice Academy

Teaches health and medical professionals how to create and successfully launch and scale Healthcare Courses and memberships to reach national and international audiences and move from selling time to helping more people via online programs.

Scaled Health Practice Accelerator

Intimate implementation coaching program for health and medical professionals who want to scale their practice into multiple six figures through ethical digital healthcare products and services.

For more information, feel free to email me at support@meganwalker.com or visit meganwalker.com.

Thanks again for downloading this guide. I hope you have enjoyed the information and I look forward to speaking with you soon and hearing about your Healthcare Course plans and success.

Best wishes - Megan Walker

PS. Remember to sign up for "Increase Your Private Practice Revenue Through a Healthcare Course" and take the next step in working smarter, not harder www.meganwalker.com/masterclass.