



Shawn has years of experience assisting small and medium business to differentiate to thrive in the market. Clients include dentists and complementary health providers, retail, restaurants, engineers, and human resource services.

Shawn's credentials include MBA, B. Mgmt. with a social responsibility minor, B.A. Mktg. and is currently in doctoral studies.

This Clinic Success Certificate program supports new acupuncturists and massage therapists in our newly opened WE Care Clinic. It is designed to assist our alumni to establish their careers in the industry with a place to start, grow and thrive.

This program uniquely combines a clinic to practice as well as business education for new practitioners to develop themselves in the areas of a smooth transition from student to practitioner. Topics include increase your client base, improve customer service, and maintain client retention.

## Pathway to Your Clinic Success

- Six Modules of practical and current business administration strategies to guide your every step
- Earn a certificate as you learn and apply marketing strategies to attract clients
- Collaborate with the support of fellow practitioners on your pathway to success
- Mentor guidance from experts who understand

### Registration Fee:

CITCM alumni \$1,200 Non-alumni \$1500.00  
Introductory fee before December 10, 2020 \$800.00

*Limited spots available, sign up today!*

CITCM  
300 1824 Crowchild Tr NW  
(Two Executive Place),  
Calgary, AB T2M 3Y7

info@citcm.com  
403.520.5289

Visit [citcm.com/cscprogram](http://citcm.com/cscprogram) for details

# Clinic Success Certificate Program

*Starts January 2021*



**Ideal for motivated newly  
registered acupuncturists  
and massage therapists**

# INNOVATIVE

# IMMERSIVE

# INCLUSIVE



## Amazing opportunity

Treatment rooms are ready to launch your career. A proven location with easy access, patient reception area, and parking.

## Start earning quickly

Great percentage of commission. Competitive rates for you to earn-and-learn fast.

Fees include use of treatment room, supplies and education.

Contact CITCM for details or visit [citcm.com/cscprogram](http://citcm.com/cscprogram)

## Comprehensive six month certificate program

Assisting  
health professionals  
to begin and grow  
a healthy business.

## Confidently start your healthcare business!

- Business education (Certificate)
- Affordable overhead
- Mentors
- Collaborative environment
- Operational clinic

## You don't have to do it alone

- Gain a business mindset and relevant skills for your practice
- Low start-up costs
- Business consultants to advise and reflect



We take care of the details so you can focus on your patients and business.