



ASSOCIATION OF MEDICAL CONSULTANTS Mumbai

& Finnovate Financial Services



presents

BUSINESS FINANCE MASTERCLASS

CA Geeta Tolia



Why Attend?

OPD practices dropped to as low as 20% - 30% whereas the cost remained the same. So a revolutionary well structured sessions to clear all the doubts and questions of Medical Entrepreneurs to streamline their business.



SESSIONS TIMELINE



Session 1

28 August 2021
3 PM - 5 PM



Session 2

29 August 2021
11 AM - 1 PM



Session 3

4 September 2021
3 PM - 5 PM



Session 4

5 September 2021
11 AM - 1 PM

Dr. Sushmita Bhatnagar

President, AMC

Dr. Pradeep Balinga

Hon. Secretary, AMC

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SESSIONS DETAILS

Session 1: **Knowing Your Costs**

2 hours

In-depth understanding of different kinds of costs.

The manner in which these costs should be categorized into different types of costs and when should you consider a certain cost as a Fixed Cost and when it should be considered to be a Variable Cost

Understand the relationship and behavior of different types costs and how they impact the cash-flows of any practice (business) and the profits that are made

The session will provide frameworks for:

- Types of Costs
- Relevant Costs
- Cost of Occupied & Non-Occupied facility
- Cost per unit determination

Date: 28 August 2021, 3PM - 5PM

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Session 2: **Pricing & Cost Benefit Analysis**

2 hours

The focus of this Session will be 2-fold:

- Pricing your Services and making Pricing Decisions
- Doing a Cost Benefit Analysis

The session on Pricing will take the participants through a journey of:

- An understanding of what is being sold
- How will you price what is being sold
- The costs that need to be considered in making pricing decisions
- The relationship of Fixed & Variable Costs in making pricing decisions

The session on Cost Benefit Analysis will provide in-depth understanding of:

- Types of costs to be considered for the decision being made (this will be through live examples)
- Understanding of Tangible & Intangible Costs (relevant costs)
- Realistic assessment of the Benefits that will be derived
- Analyzing the Costs & Benefits and the Decision Making Process

Date: 29 August 2021, 11 AM - 1PM

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Session 3: **Break-Even Analysis**

2 hours

The focus of this Session will be to take the participants through a conceptual understanding of what it means to Break-Even in your practice

Through a live template, a detailed break-even analysis will be demonstrated

Participants will gain detailed insights on:

- The relationship between Fixed Costs and Break-Even
- The relationship between Variable Costs and Break-Even
- Unit Costing for their practice

Break-Even and determining the optimal Practice/Clinic size

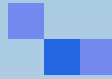
Date: 4 September 2021, 3 PM - 5 PM

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Session 4: **Legal Structures**

2 hours

- The focus of this Session will be to help participants understand the different legal formats in which they can engage in their practice and the pros and cons of each format.
- An understanding through different scenarios the efficacy of one type of legal format over another.
- Conversion of legal formats from one to another.
- Consolidation & restructuring of one legal format with another.

Date: 5 September 2021, 11 AM - 1PM

Note : Each session will be covered with prescribed pre-reading and post session assignments.

**TAKE YOUR BUSINESS PRACTICE
TO THE NEXT LEVEL**

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