



Keystone Program

Welcome to the Keystone Program and thank you for your interest. This comprehensive program will take healthcare professionals through the process of creating a rewarding private health advocacy business in three months. At the end of this program, you should have completed the basic set up for your business and have a thorough understanding of how to attract and retain clients, market your services and feel comfortable walking your clients through a successful advocacy process. The Keystone Program will build on your healthcare experience and fast track your advocacy practice. *Let's get started together.*

Start Date: Sept. 11, 2022

End Date: Dec. 3, 2022

Keystone Program Includes:

- 2 hours of private advisory sessions with Melissa and Jennifer to discuss your personal business situation
- 19 detailed guides on all aspects of your advocacy business set-up
- 3 virtual group meetings to work on developing your business
- 2 live educational presentations on the advocacy process
- 14 **client forms** you need to start your business including the client agreement
- Email support for the duration of the program
- Access to the complete 13 pre-recorded Advocacy Academy courses which explore all aspects of health advocacy
- A private, exclusive Slack channel for program members to discuss the process and find meaningful connection with their peers

Price: \$4,275

Discounted Pricing
Registration Prior to August 14, 2022: \$2,995
or NNBA Membership: \$2,995

Register Now

Register today at www.BridgeHealthAdvocates.com/keystone

Together, let's transform the healthcare experience.



Keystone Program

This calendar is subject to change at BHA discretion.

Recorded Program • *Electronic Guide* • *Live Zoom Meeting*

SEPTEMBER

OCTOBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
11 <i>Welcome Information & How to Create a Health Advocacy Business</i>	12 <i>Meet and Greet Participants Why Health Advocacy?</i>	13	14	15	16 <i>Guide to Creating a Business Plan & Mission, Vision and Values</i>	17
18	19 <i>Introduction to Health Advocacy</i>	20	21	22	23 <i>Guide to Branding & Guide to Creating a Logo</i>	24
25	26 <i>What is your worth? & Income Planning Worksheet</i>	27	28	29	30 <i>Guide to Naming Your Business & How to Create a Biography</i>	1 OCTOBER <i>Business Planning and Branding</i>
2	3 <i>Ethics and Advocacy and Professional and Ethical Standards</i>	4	5	6	7 <i>New Client Workflow & Client Forms</i>	8
9	10 <i>Communication</i>	11	12	13	14 <i>Marketing & Networking Guides</i>	15
16	17 <i>Health Insurance</i>	18	19 <i>Art of the Intake</i>	20	21 <i>Guide to Legal Issues</i>	22
23	24 <i>Transition Points</i>	25	26	27	28 <i>Guide to Website Content</i>	29



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NOVEMBER

DECEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31 <i>Geriatrics</i>	1 NOVEMBER	2	3	4 <i>Guide to Insurance</i>	5 <i>Marketing and Networking</i>
6	7 <i>Medications Part 1</i>	8	9	10	11 <i>Guide to Finances</i>	12
13	14 <i>Medications Part 2</i>	15	16	17	18 <i>Guide to Selling Your Services</i>	19 <i>Creating a Client Plan</i>
20	21 <i>Surgery and Anesthesia</i>	22	23	24	25 <i>Technology Review</i>	26
27	28 <i>Why become a BCPA?</i>	29	30	1 DECEMBER	2 <i>Setting Up Your Office</i>	3 <i>Business Wrap Up Evaluations</i>