



# 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: September 10, 2023**

**End Date: December 2, 2023**

## 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: \$3,575**

**Discounted Pricing**  
**Registration Prior to August 14, 2023: \$3,295**  
**or NNBA Membership: \$3,295**

**Register Now**

Register today at [www.BridgeHealthAdvocates.com/keystone](http://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
10 <i>Welcome Information &amp; How to Create a Health Advocacy Business</i>	11 <i>Meet and Greet Participants Why Health Advocacy?</i>	12	13	14	15 <i>Guide to Creating a Business Plan &amp; Mission, Vision and Values</i>	16
17	18 <i>Introduction to Health Advocacy</i>	19	20	21	22 <i>Guide to Branding &amp; Guide to Creating a Logo</i>	23
24	25 <i>What is your worth? &amp; Income Planning Worksheet</i>	26	27 <i>Business Planning and Branding</i>	28	29 <i>Guide to Naming Your Business &amp; How to Create a Biography</i>	30
1	2 <i>Ethics and Advocacy &amp; Professional and Ethical Standards</i>	3	4	5	6 <i>New Client Workflow &amp; Client Forms</i>	7
8	9 <i>Communication</i>	10	11	12	13 <i>Marketing Guide &amp; Networking Guide</i>	14
15	16 <i>Health Insurance</i>	17	18 <i>Art of Intake</i>	19	20 <i>Guide to Legal Issues</i>	21
22	23 <i>Transition Points</i>	24	25	26	27 <i>Guide to Website Content</i>	28 <i>Marketing and Networking</i>
29	30 <i>Geriatrics</i>	31				



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NOVEMBER

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