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# THE BUSINESS SIDE OF Professional Practice Development

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*Cheryl Matschek, Ph.D., M.S., M.H., a Doctor of Natural Health Sciences, has a unique and strong business background that brings a wealth of information to her clients, both those new to business and long-time veterans. She has been a consultant and trainer to virtually every industry.*

*Dr. Cheryl Matschek maintains a private health practice in North Plains, Oregon. She is the founder (1979) and President of Soaring Horizons®, a speaking, training, and consulting firm; and is the owner and founder of Princess Publishing (1987). For 27 years, large and small businesses, including home-based businesses have found Cheryl's counsel tremendously valuable.*

*Cheryl works with you in several ways: in your office or her office, on location before and after seminars, or telephone consultations by scheduled appointment.*

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## **ARE YOU SATISFIED WITH YOUR CURRENT LEVEL OF PRACTICE?**

Practices are started by people with various personality types and experience levels, but few have a strong business background or in-depth knowledge of the business side of running a professional practice. Therefore, many people with great expertise in their field find their practices falling short of allowing them to achieve their goals, meet their needs and desires, and expectations. The result? Many practice doors are closed, or the practice limps along from year to year with the practitioner not knowing how to get out of the unproductive, frustrating cycle.

## **IS YOUR PRACTICE TRULY WHAT YOU WANT IT TO BE...OR IS IT "SO-SO"...OR MAYBE EVEN "JUST GETTING BY" ?**

Private practice can be an exciting, stimulating experience...or one that can become frustrating and energy draining when the practice is not healthy or heading in the direction you intended. Many practitioners find it difficult to manage day-to-day operations while at the same time delivering high-quality client/patient care. Resolve now to rekindle that hope, reignite the flame of desire and recharge your enthusiasm by obtaining the help you need to bridge the gap from where you are...to where you'd like to be. Cheryl helps you to develop, restructure or reorganize your practice so you can be in control, rather than the practice controlling you.

VALUES, VISION, MISSION

BUSINESS PL

BUSINESS ANALYSIS

BUSINESS IDENTITY

PROMOTIONAL MATERIALS

FISCAL MANAGEMENT

RECORD KEEPING

FEE DEVELOPMENT

MARKETING

SALES

STRATEGIC PLANNING

TIME MANAGEMENT

SCHEDULING

FORMS

ETHICS

STAFFING

CONFLICT RESOLUTION

EQUIPMENT NEEDS

PATIENT/CLIENT RELATIONS

PRODUCT DEVELOPMENT

ADVISORY BOARDS

LEADERSHIP

PUBLICITY

INTEGRATING IRIDOLOGY

UNDERSTANDING YOURSELF

**HOW DO YOU GET THE JOB DONE WHEN YOU DON'T KNOW WHERE TO BEGIN?**

Perhaps you've wanted to "get some help" but didn't know where to go...or perhaps you don't really know what question to ask first. Dr. Cheryl Matschek can help. She understands that no two practices are identical, therefore her services are primarily for the professional who desires a customized, tailored approach based on his or her

goals, vision and mission. And, you can feel secure knowing that she adheres to a high standard of professional ethics and holds in confidence all knowledge and information regarding her clients and their practices.

*Business Seminars*  
Cheryl offers two business seminars for health practitioners: One for those starting business and the other for practitioners needing more in-depth business knowledge.  
Call Cheryl 's office for details and the next scheduled seminar.

**ARE YOU INTERESTED IN INCREASED RESULTS, MORE PROFITABILITY AND GREATER PERSONAL FULFILLMENT?**

If you are ready to make the investment to develop the best practice you can, then give Cheryl a call. Take this first step to making your practice more effective, achieving the results you'd really like, and doing so with greater ease.

Cheryl can work with you in several areas to help you develop the practice you've only dreamed of until now.

**FIND OUT TODAY HOW DR. CHERYL MATSCHEK CAN BENEFIT YOUR PRACTICE.**

If you've questioned the use of a consultant and the benefit one might have for your practice, that's good. Not every consultant is right for every practice. Cheryl knows that a poor match will not benefit anyone...so she does her homework up front. Call Cheryl today for a complimentary initial discussion to determine whether or not she's the consultant/coach for you, and if you and your practice could benefit from her services. You'll be glad you did!

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