

What People Are Saying

About Brigitte Linder and *Chinese Medicine Business Success*

I wish I'd had this book when I first started out! Everything I've learned in 30 years of running a practice – and even things I never learned – can be found in this book. Highly recommended as a guide if you are beginning, a reference while you are setting up and a touchstone when you are established to check if you are being the best that you can be, business-wise.

Steven Clavey

Chinese medicine practitioner, Apricot Grove, Melbourne

*As Chinese medicine practitioners, we need compassion, empathy and a pleasant bedside manner. We also need grit and determination and a good sense of humour. But above all, if we want to succeed in the highly competitive arena of private health care in Australia, we need highly refined business skills. Just a few years back there was very little out there to help people in the Australian Chinese medicine profession succeed in business. The arrival of *Chinese Medicine Business Success* changes all of that! This is a great book written for an Australian audience by someone who has been through the struggle and emerged victorious. It teaches the ABC's of setting up and running a Chinese medicine practice in Australia. In the short term, this book can help you pay your bills. However, if you are in this game for the long run, then this book will help you lay the foundations of your own Chinese medicine business empire. I think everyone in our profession should read it! I sure wish something like this had been around when I first graduated.*

Paul McLeod

Chinese medicine practitioner, Australian Acupuncture Centre, Geelong

This book is both practical and inspiring. It is a must-read for any clinician starting out and for seasoned practitioners needing fresh ideas to enhance their clinical work and develop their business. It is a step-by-step approach to developing the values-based, ethical business foundation needed to practise your medical knowledge and to flourish in clinic. It is especially useful for those having trouble organising their internal resources to make an ethical, busy and effective clinic happen. Written by someone who has done it, this book will help you learn how to become an increasingly effective business person while continuing to love what you do.

Greg Bantick

Health & Healing Wellness Centre, Brisbane

This book is essential reading for all Chinese medicine students and graduates wanting to set up and succeed in practice. It also provides valuable ideas for existing practitioners on how to improve their Chinese medicine business. The insights reflected in Brigitte's book are a distillation of many years of experience building her business into the successful company it is while continuing to develop her excellent clinical practice skills. The foundation of her work is a love for humanity and a commitment to be a conduit of knowledge and to continue the lineage of Chinese medicine in our modern world. This is coupled with very practical strategies of how to create and build a business so that this can be actualised. I highly recommend this book to Chinese medicine students, new graduates and existing practitioners.

Dr Kylie O'Brien PhD

Adjunct Associate Professor, Torrens University, Adelaide

As a recent graduate in Chinese medicine I, like many others, face the pressure of running a business, getting desired client numbers, providing good service and meeting my clients' needs, while at the same time maintaining my authenticity within a structured framework. Brigitte's book outlines in a clear and comprehensive way the most important aspects of running a clinic and how to ensure a balance between professionalism and creative self-expression. The use of the five element framework resonated with me and has helped to motivate and inspire me for my journey ahead. The activities at the end of each chapter have allowed me to gain clarity and confidence and to refine my focus onto the most appropriate tasks. This book is practical, fun and heartfelt. Brigitte has shared her experience and provided a structure all graduates can follow to create their own unique business faster and with better results.

Vicki Iliopoulos

Chinese medicine practitioner, Venus Bay

Having been in practice since 1995, it is so pleasing to see a book dedicated to the success of the individual Chinese medicine practitioner and the industry as a whole. The learning and practice of Chinese medicine is complex enough. Add to this the trials of figuring out the intricacies of building and running a viable and successful practice and you certainly have your hands full. The beauty of this book is that it gives the perspective of highly successful and highly regarded members of the Chinese medicine industry as well as that of the author. By providing a practical framework, it also takes much of the guesswork out of being able to practice what you love and make a living doing so. By being the best we can be we have the potential to change the status quo of how health care is delivered nationally and internationally. I'm proud to recommend this resource to new graduates and veterans as an aid in making business dreams a reality and helping more people achieve the health they deserve.

Jeff Shearer

Chinese medicine practitioner, Evolve Natural Medicine, Newcastle

This is a great book. It starts with the end in mind; that is to have work wrap around life not life around work. Whether you are starting out or well established in your practice but have lost your way, this book shall restore the focus in a step-by-step manner and return you to balance through thoughtful exercises and prompts to shine the light on your own journey. Written by a practitioner with fellow acupuncturists and Chinese medicine practitioners in mind, this book is direct and pertinent to all practitioners. Be inspired.

De-Arne Campbell

Chinese medicine practitioner, To The Point Acupuncture & Chinese Medicine, South Yarra

As much as we love Chinese Medicine from the profound depths of wisdom and philosophy in one of the most extraordinary healing arts. We cannot ignore the reality of the modern times we are living in. Just as we spend time cultivating our own health, our own knowledge and spending endless hours upgrading our skills with continuing education. We also need to spend the time cultivating and maintaining our business. As much as I resisted this personally in the beginning of my practice. It is now turned into one of my main interests along side my practice. Brigitte has done a fantastic job with this book. It is authentic, practical and most importantly gives us the tools which are critical for the cultivation of our business. This book is not only a book about business it is about how we value ourselves as a practitioner. A must for new graduates and the seasoned practitioner.

Samuel Dudgeon

Chinese Medicine Practitioner, Torquay Chinese Medicine, Torquay Acupuncture Warrandyte, Warrandyte

This book is a must-read for all Chinese medicine and other health care practitioners! Chinese Medicine Business Success is a powerful book that will enable practitioners to have a business that not only makes a difference to the community but also brings fulfilment to the practitioner. It is the first book to effectively guide practitioners to have success in both their clinical and business careers. The articulately explained methodology gives practitioners a simple and easy way for them to wake up every day filled with joy because their business has become a vehicle that works for them. They can make a big impact for their patients and also obtain freedom of time and money by having a successful business. The lessons in the book are easy to learn and apply because of the elegant framework that uses the familiar Chinese five elements as its guide. This point might well be the true genius of this book and why it will deliver such great results for those who implement it.

Dr David Dugan

Dentist/CEO Abundance Global, Brisbane