# Meet Our Director - Natasha Chandra, Founder & Managing Director

## Answer First Section

### Who Is Natasha Chandra?

\*\*For Medical Practices:\*\* Australia's leading professional services marketing expert with 18+ years experience including hands-on practice management, ensuring your marketing maintains 100% AHPRA compliance whilst achieving measurable patient acquisition growth.

\*\*For Legal Firms:\*\* Founding director with extensive legal firm business development experience, combining marketing expertise with deep understanding of Legal Professional Conduct Rules to protect your professional reputation whilst driving client acquisition.

\*\*For Professional Services:\*\* Luna Digital's founding director with unique operational experience across medical, legal, and professional service industries, combining hands-on practice management knowledge with advanced marketing expertise and regulatory compliance specialisation.

## Leadership in Professional Services Marketing Excellence

### Director Profile: Natasha Chandra

\*\*Position:\*\* Founding Director & Chief Strategy Officer

\*\*Qualifications:\*\* Bachelor of Marketing (First Class Honours), Graduate Diploma Health Administration, Certified Professional Services Marketing Specialist

\*\*Experience:\*\* 18+ years in professional services marketing and practice management

\*\*Specialisation:\*\* AHPRA compliance, legal professional conduct, healthcare marketing strategy

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## Professional Background & Expertise

### Healthcare Industry Foundation

**Clinical Practice Management Experience (2006-2014):**

Natasha's journey into professional services marketing began on the front lines of healthcare delivery. As Practice Manager for three different medical practices across Sydney and Melbourne, she experienced firsthand the challenges of balancing patient care excellence with practice growth requirements.

**Key Experiences:**

* \*\*Multi-GP Practice Management:\*\* Oversaw operations for a 12-doctor general practice serving 15,000+ patients
* \*\*Specialist Practice Coordination:\*\* Managed cardiology and dermatology specialist practices with complex referral networks
* \*\*AHPRA Compliance Leadership:\*\* Led practice teams through multiple AHPRA compliance audits with zero regulatory issues
* \*\*Technology Implementation:\*\* Successfully implemented four different practice management systems and patient communication platforms

**Professional Development:**

* Australian Association of Practice Management (AAPM) Advanced Certification
* Healthcare Quality and Safety Commission compliance training
* Medicare and PBS billing optimisation certification

### Legal Services Industry Experience

**Legal Practice Administration (2014-2018):**

Recognising the similarities between medical and legal professional challenges, Natasha transitioned to legal firm administration, managing business development and marketing for two prominent commercial law firms in Sydney.

**Legal Industry Achievements:**

* \*\*Commercial Law Firm Growth:\*\* Led business development for 28-lawyer commercial firm, achieving 42% increase in client acquisition over three years
* \*\*Professional Conduct Expertise:\*\* Developed comprehensive marketing compliance frameworks adhering to Legal Professional Conduct Rules
* \*\*Partnership Development:\*\* Established strategic referral networks resulting in 35% increase in high-value client referrals
* \*\*Thought Leadership Programs:\*\* Created thought leadership content strategies for senior partners, resulting in industry recognition and speaking opportunities

**Legal Professional Development:**

* Law Society of NSW Marketing and Business Development Certificate
* Legal Professional Conduct Rules compliance training
* Australian Legal Marketing Association member and contributor

### Marketing Agency Leadership (2018-Present)

**Luna Digital Founding & Growth:**

In 2018, Natasha founded Luna Digital Marketing to address the significant gap in the market for specialised professional services marketing. Her unique combination of hands-on practice experience and marketing expertise positioned Luna Digital as Australia's first dedicated professional services marketing agency.

**Agency Development Milestones:**

* \*\*Year 1 (2019):\*\* 15 medical practice clients, focus on AHPRA-compliant digital marketing
* \*\*Year 2 (2020):\*\* Expanded to legal services, developed comprehensive compliance frameworks
* \*\*Year 3 (2021):\*\* 50+ professional service clients, established industry thought leadership
* \*\*Year 4 (2022):\*\* Team expansion to 12 specialists, development of proprietary compliance systems
* \*\*Year 5 (2023-2024):\*\* 235+ active clients, recognised industry leader in professional services marketing

## Deep Understanding of Professional Services Challenges

### Medical Practice Expertise

**AHPRA Compliance Mastery:**

Natasha's extensive experience with AHPRA regulations ensures every medical practice marketing strategy maintains complete compliance whilst achieving growth objectives.

"Having managed practices through AHPRA compliance audits, I understand the real-world implications of every marketing decision. Our approach protects your professional reputation whilst building sustainable practice growth."

**Core Medical Marketing Competencies:**

* \*\*Section 133 National Law Compliance:\*\* Expert interpretation and application of medical advertising regulations
* \*\*Evidence-Based Marketing Claims:\*\* Ensuring all marketing claims are supported by acceptable evidence
* \*\*Patient Privacy Protection:\*\* Comprehensive understanding of patient confidentiality requirements in marketing
* \*\*Medical Practice Operations:\*\* Deep knowledge of practice workflows, patient journey mapping, and operational efficiency

**Medical Speciality Knowledge:**

* General practice patient acquisition and retention strategies
* Specialist practice referral network development and maintenance
* Bulk billing vs. private practice marketing considerations
* Telehealth service marketing and compliance requirements

### Legal Profession Authority

**Professional Conduct Rule Expertise:**

Natasha's experience in legal firm business development, combined with formal training in Legal Professional Conduct Rules, ensures law firm marketing maintains the highest professional standards.

"Legal profession marketing requires understanding not just what works, but what's appropriate. Our strategies build client trust whilst honouring the traditions and ethical standards that define legal excellence."

**Legal Marketing Specialisations:**

* \*\*Rule 36 Compliance:\*\* Expert application of advertising and promotional regulations
* \*\*Specialist Claims Management:\*\* Proper handling of specialist expertise claims and accreditation requirements
* \*\*Client Confidentiality Protection:\*\* Comprehensive case study and testimonial development that protects client privilege
* \*\*Professional Reputation Enhancement:\*\* Strategic positioning that builds market credibility and professional recognition

**Legal Practice Area Experience:**

* Commercial law client acquisition and retention strategies
* Family law practice development within professional conduct guidelines
* Personal injury firm marketing compliance and client communication
* Estate planning and corporate law thought leadership development

## Leadership Philosophy & Client Approach

### Professional Services First Philosophy

"Professional services aren't just another industry vertical—they're the foundation of our communities' health, legal protection, and professional guidance. Marketing for professional services must honour these responsibilities whilst helping practices thrive."

**Core Leadership Principles:**

* \*\*Compliance Before Growth:\*\* Every strategy prioritises regulatory compliance and professional reputation protection
* \*\*Education-Based Approach:\*\* Empowering practice teams with knowledge and skills for long-term success
* \*\*Partnership Mindset:\*\* Working as an extension of your practice team, not just an external vendor
* \*\*Results-Driven Excellence:\*\* Measurable outcomes that justify investment and build sustainable growth

### Understanding Professional Practice Pressures

**Practice Manager Challenges:**

"Having been a practice manager, I understand the pressure of managing patient care, staff coordination, regulatory compliance, and business growth simultaneously. Our role is to remove marketing complexity so you can focus on patient care and practice excellence."

**Medical Director & Partner Pressures:**

"Professional practice leaders face unique challenges—balancing professional obligations with business growth, maintaining community trust whilst expanding market presence, and ensuring team alignment with professional values. Our strategies support these complex requirements."

### Client Relationship Approach

**Personal Investment in Your Success:**

"Every client represents a professional practice serving their community. Your success means better healthcare access, stronger legal representation, and enhanced community professional services. We're personally invested in your practice growth and professional reputation."

**Long-Term Partnership Vision:**

"Our best client relationships span years, not months. We're here for practice transitions, market expansions, regulatory changes, and growth challenges. Your long-term success is our primary measure of achievement."

## Professional Development & Industry Contributions

### Ongoing Professional Education

**Annual Professional Development:**

* AHPRA regulation updates and compliance training (40+ hours annually)
* Legal Professional Conduct Rule updates and interpretation (30+ hours annually)
* Advanced digital marketing strategy and technology training
* Professional services industry conference attendance and speaking engagements

**Industry Certifications & Memberships:**

* Australian Association of Practice Management (AAPM) - Professional Member
* Australian Legal Marketing Association - Contributing Member
* Digital Marketing Institute - Advanced Certification
* Google Ads Professional Certification (Medical Services Specialty)

### Industry Thought Leadership

**Speaking Engagements & Education:**

* AAPM Annual Conference: "Compliant Marketing Strategies for Medical Practices" (2022-2024)
* Law Society Business Development Workshops: "Ethical Marketing for Legal Professionals"
* Healthcare Marketing Summit: "AHPRA Compliance in Digital Marketing"
* Legal Practice Management Conference: "Business Development Within Professional Conduct Guidelines"

**Published Contributions:**

* Co-authored "AHPRA Compliance Guide for Medical Practice Marketing" (2023)
* Regular contributor to Practice Management Today magazine
* Legal Marketing Quarterly featured columnist
* Medical Practice Marketing blog (luna-digital.com.au) - 150+ published articles

### Professional Recognition

**Industry Awards & Recognition:**

* "Professional Services Marketing Specialist of the Year" - Australian Marketing Awards 2023
* "Healthcare Marketing Innovation Award" - Medical Practice Marketing Association 2022
* "Outstanding Contribution to Legal Marketing Education" - Australian Legal Marketing Association 2024
* "Practice Manager Champion Award" - AAPM Recognition 2023

## Commitment to Professional Excellence

### Personal Mission Statement

"To empower Australian professional practices to achieve growth that honours their professional values, serves their communities effectively, and builds sustainable success through compliant, ethical marketing excellence."

### Professional Values in Action

\*\*Integrity First:\*\* Every marketing recommendation considers professional reputation impact and regulatory compliance before growth potential.

\*\*Education Focus:\*\* Committed to elevating professional services marketing knowledge through education, training, and thought leadership contribution.

\*\*Community Impact:\*\* Understanding that successful professional practices strengthen community healthcare access and legal representation.

\*\*Professional Standards:\*\* Maintaining the highest standards of professional conduct in all client relationships and industry interactions.

## Why Natasha's Leadership Matters for Your Practice

### Unique Professional Combination

**Operational Experience + Marketing Expertise + Compliance Knowledge = Comprehensive Solutions**

Most marketing professionals understand digital strategy but lack operational knowledge of professional practice management. Most practice managers understand operations but lack advanced marketing expertise. Natasha's unique combination ensures strategies that work in real-world professional practice environments.

### Risk Management Approach

**Professional Reputation Protection:**

"Your professional reputation took years to build and can be damaged quickly with inappropriate marketing. Our conservative, compliance-first approach ensures your reputation is protected whilst your practice grows."

### Results-Driven Leadership

**Measurable Professional Growth:**

Under Natasha's leadership, Luna Digital clients consistently achieve:

* Medical practices: 28% average increase in new patient bookings within 90 days
* Legal firms: 35% average increase in qualified client inquiries within 6 months
* 100% compliance record across all professional services marketing activities

\*\*Source:\*\* [Luna Digital Client Performance Analysis](https://luna-digital.com.au/results) - September 2024

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## Personal Commitment to Your Success

### Direct Access & Involvement

**Personal Leadership Engagement:**

Natasha maintains direct involvement in every client strategy development, ensuring your practice benefits from her extensive experience and industry expertise.

### Ongoing Professional Relationship

**Long-Term Partnership Approach:**

"Your practice growth is our professional success. We're committed to supporting your practice through all phases of growth, market changes, and professional challenges."

### Community Professional Service

**Industry Development Commitment:**

"Strengthening professional services marketing benefits entire industries and communities. Through Luna Digital, we contribute to the professional development of practice managers, medical directors, and legal professionals across Australia."

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\*\*Contact Natasha directly\*\* to discuss how Luna Digital's professional services expertise can support your practice growth whilst maintaining the professional standards and compliance requirements that define excellence in medical and legal services.

\*\*Email:\*\* natasha@lunadigitalmarketing.com.au

\*\*LinkedIn:\*\* [Natasha Chandra - Professional Services Marketing Specialist](https://linkedin.com/in/natashachandraprofessionalservices)

\*\*Direct Line:\*\* Available to all Luna Digital clients for strategic consultation and support

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\*Leading Professional Services Marketing Excellence Across Australia Since 2018\*