



THURSDAY, NOVEMBER 2 | 9:00 AM – 1:00 PM

### Patient Documentation Cycle Using WritePad™



**Addison Health Systems:** Addison Health Systems, Inc. is a software company with a focus on streamlining documentation for doctors, since 1985. With over 4,000 daily users, WritePad™ EMR has been a part of generating over 15 million patient notes. WritePad™ offers content modules that provide histories, examination, and exercise protocol screens. This special hands-on training session is designed to polish the skills of WritePad™ EMR patient electronic documentation system users and to introduce the system to those who have not yet discovered the benefits of this state-of-the-art patient information management system.



THURSDAY, NOVEMBER 2 | 2:00 – 3:30 PM

### Day 1-2-3 Procedures for the MDP Practice Part I



**Jeff Lewin, DC, CCSP Director of Coaching Services:** Establishing a multidisciplinary practice is far more than assembling providers of various disciplines to work under the same roof. Coordination of care for the benefit of both the patient and their insurance carrier is of prime importance. In this session, Dr. Lewin will take you through the core essentials of getting off on the right foot towards that goal. Creating an environment that communicates extraordinary value is a byproduct of this process that will instill a sense of confidence in the mind of the patient that will ensure that the patient will stay to get the full benefit of this coordinated team effort by healthcare professionals whose goal is restoration of full function.



THURSDAY, NOVEMBER 2 | 2:00 – 3:30 PM

Sponsored by Brican

### Successfully Building A Personal Injury Practice



**Jeffrey A. States, BS, DC:** This presentation will assist doctors in successfully building their Personal Injury practices. Providing information on how to get PI attorney referrals, share what PI plaintiff attorneys want from healthcare providers, share PI Referral/Marketing Goals and ways to Market PI Attorneys. You will learn the ins and outs of PI medical and legal case documentation including: the essentials in history taking and effective examination procedures. Dr. States will also cover documenting with radiographs, case management and diagnosis with PI patients. You'll improve your skills at working with medical doctors and attorneys including depositions, arbitrations & courtroom presentations.



THURSDAY, NOVEMBER 2 | 2:00 – 3:30 PM

### Get 100% Attendance at Your NPW



**Dianne Baynes, RN, DC & Francis Smith, DC:** The most successful practices in the country have one thing in common. They have continuous patient education as a core system in their practice. The biggest hitter, when it comes to patient education is the New Patient Workshop. In addition, your New Patient Workshop is an excellent new patient recruitment tool as well. Learn how to get 100% attendance at your NPW. Find the key to motivating patients to attend. Learn how to get your team in on making your NPW a success. During this interactive class, you will learn successful scripting, how to overcome objections, while focusing on how to have fun during your NPW.



THURSDAY, NOVEMBER 2 | 3:45 – 5:15 PM

### Day 1-2-3 Procedures for the MDP Practice Part II



**Jeff Lewin, DC, CCSP Director of Coaching Services:** In this session, Dr. Lewin continues his review and workshop of the Breakthrough Coaching Day 1-2-3 Procedures for the multidisciplinary practice.



THURSDAY, NOVEMBER 2 | 3:45 – 5:15 PM

Sponsored by Performance Health

### Functional and Kinetic Treatment with Rehab, Provocation and Motion (FAKTR)



**Thomas E. Hyde, DC, DACBSP:** The cutting-edge of the treatment and rehabilitation of repetitive stress and athletic injuries is FAKTR, co-developed by Dr. Tom Hyde. It is a functional and kinetic technique that incorporates the dynamics of active patient participation through motion and symptom provocation. This program will provide you with the basics in FAKTR soft tissue techniques and low-tech rehabilitation modalities. It has been

designed as an introduction for adding functional care to your chiropractic practice. You will learn how to complement your chiropractic manual therapy and modalities with advice about what patients can do on their own.



THURSDAY, NOVEMBER 2 | 3:45 – 5:15 PM

### Creating A Practice Community



**Ms. Wendy Cruoglio, Director of CA Certification:** What kind of practice are you trying to build? A profit machine in which everyone feels alienated? Or a "legacy" practice in which there is shared excitement about a larger sense of purpose? Passion, creativity, and commitment to a sense of community. These are the qualities that practices need most if they want to win in the new healthcare marketplace. In this session Wendy Cruoglio shares her message of shifting your paradigm to that of becoming a community within your community. Practice teams who envision their practice as a community within a community are the busiest and most prosperous practices!



THURSDAY, NOVEMBER 2 | 5:30 – 6:45 PM

### Break Through Your Comfort Zone & Create Your Best Year Ever



**Dan Cruoglio, DC:** As we look forward to 2007, with all of its possibilities, opportunities and potential, we are called to turn away from our past beliefs and behaviors to a new future... full of magic and personal mastery. We are called to take a stand for something really special... our Selves. We are called to let go of the habits that hold us back and set ourselves free to fly. In this fun and interactive session, Dr. Dan Cruoglio will guide you to ask yourself honest questions...turn your answers into action and get the edge to take the steps to achieve amazing success in the year ahead. It's time to boldly step up and pursue your dreams!



FRIDAY, NOVEMBER 3 | 8:00 – 9:00 AM

Early Bird Session: Sponsored By Performance Health

### How To Develop A Sports Chiropractic Practice



**Thomas E. Hyde, DC, DACBSP:** The former team chiropractor for the Miami Dolphins, Pan American Games and liaison to the World Olympians Association of the Americas, Dr. Tom Hyde is the co-editor of Conservative Management of Sports Injuries. During his career, he served on the RAND multidisciplinary back pain panel and is a sought after speaker around the world on sports topics, soft tissue disorders and how to develop a sports chiropractic practice. In this session Dr. Hyde will share with you the steps you can take to qualify for the two-week internship for the Sports Medicine Program at the United States Olympic Training which is a stepping stone to becoming an Olympic team physician.



FRIDAY, NOVEMBER 3 | 9:15 – 10:45 AM

Sponsored by Patient Media, Inc

### Financial Patient Education



**Mr. William D. Esteb:** With third-party reimbursement becoming increasingly undependable and even detrimental to the health of your practice, you'll want to make the move towards cash. Successful self-pay practices enlist the support of their patients and remain mindful of essential principles when educating patients about the financial ramifications of their chiropractic care. Financial patient education will be an additional aspect of your chiropractic patient education. You cannot serve two masters, for you will love the one and hate the other. Converting to a cash practice is easier if your own financial house is in order. Patients can afford anything they want. Patients have been deceived into thinking health is about feeling good. In a deregulated marketplace, setting your fees is a reflection of the value you can create for patients.



FRIDAY, NOVEMBER 3 | 11:00 AM – 12:30 PM

Sponsored by Foot Levelers

### Evidence-Based Rationale for Chiropractic Family Practice: The Role of Chiropractic in the Wellness Revolution



**Lisa K. Bloom, DC, DIBCN, DACS, Assoc. Prof. NYCC:** While chiropractic care is successful in managing a variety of musculoskeletal pain-related conditions, there is strong scientific evidence to suggest that chiropractic can do more. This presentation for doctors and practice team members will address why pain is not a criterion for chiropractic intervention, why kids should have their spines evaluated, and the role of chiropractic in the Wellness Revolution.

*It's Live! Visit Our All New, More Innovative Website at [www.mybreakthrough.com](http://www.mybreakthrough.com)*



Continuing Education Units



Doctor



Chiropractic Assistant



Physical Therapist