

Becoming the Provider of Choice in Your Medical Community (5hrs)

This presentation provides essential clinical and business skills for garnering abundant patient and MD referrals. Healthcare is changing and success is now defined by outcomes. Regardless of who is ultimately paying for your care, they want results! This practical and entertaining presentation begins with a review of 7 commonly overlooked problems that delay recovery. In one way or another, these 7 “functional” diagnoses contribute to many, if not all, of the “structural” diagnoses that chiropractors treat. Recognition and management of these 7 diagnoses can dramatically and immediately improve your clinical results. You will leave this class with practical, evidence-based skills for quickly resolving musculoskeletal pain from head to toe.

Being able to consistently produce exceptional outcomes is the foundation for building strong referral relationships with patients, medical physicians and other professionals. Part 2 of this presentation is packed with ideas to help you maximize referrals and thrive in business. You will acquire concepts to help streamline office procedures, enhance capacity and create a business that your patients and referral sources “can not live without”. You will learn simple and professional marketing strategies, including a proven system to generate medical referrals- therein becoming the provider of choice within your community.

Hour 1-2

Differentiation of “Functional” and “Structural” diagnoses.

Recognition, functional evaluation and management of Upper Crossed Syndrome, Scapular Dyskinesis, Lower Crossed Syndrome, Hip Abductor Weakness and Paradoxical Breathing.

Hour 3

Recognition, functional evaluation and management of Spinal Instability and Foot Hyperpronation.

Integrating “Best Practices” and functional diagnoses into daily practice.

Establishing outcome goals, overview of effective clinical procedures, measuring patient progress

Hour 4

Enhancing communication with your patients

Clinical Efficiency- creating exercise protocols, efficient exam forms, use of EHR charting & techniques to improve clinical documentation, training clinical staff

Hour 5

Internal Strategies- communicating with patients, education opportunities

Professional Strategies- fostering communication with the medical community

Creating a Game Plan- establishing a practice vision based on strong clinical values, setting professional goals, measuring progress