



Orlando, FL
Nov. 4 - 6, 2010

7 CEU HOURS WHERE AVAILABLE
SPONSORED BY UNIVERSITY OF BRIDGEPORT COLLEGE OF CHIROPRACTIC
13 HOURS OF CA TRAINING!



HOW TO BE SUCCESSFUL DURING TOUGH ECONOMIC TIMES

YOUR ROADMAP TO SUCCESS

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It's no secret that we are in the midst of difficult economic times. In addition to all the grim economic news you hear, chances are you may be experiencing the recession up close and personal yourself. This seminar offers the real nitty gritty of practice success. Things never taught in school or at other practice management seminars. Things only chiropractors with real practices who have gone through it know and can teach!

You will learn strategies that you can begin implementing immediately!

- What are you doing at this moment to keep your practice thriving?
- It's more important than ever to know HOW TO grow your income.
- Our Members are doing it and we can show you too.
- While the economy is on a downturn, you and your practice do not need to struggle financially!

Thursday Evening, November 4

4:30 PM Exhibition Hall & Registration Opens

(CEU) (DR) (CA) (PT)	Time	Speaker: Title	Description
(CEU) (DR) (CA) (PT)	5:00 PM to 8:00 PM	Dr. Jeff Lewin Active Care Bootcamp Module III <i>Sponsored by Fitness Plus</i>	In this hands-on Workshop, we will "Explore the Core". The "core" is the corset of muscles and connective tissue that encircle and hold the spine in place. A core exercise program should emphasize all of the major muscles that girdle the spine, including but not concentrate only on the abdominals. This presentation includes the most important exercises targeting the core and how to integrate them into your Active Care protocols.

Friday Morning, November 5

7:45 AM Exhibition Hall & Registration Opens

(CEU) (DR) (CA) (PT)	Time	Speaker: Title	Description
(DR) (CA) (PT) Early Bird Session	8:00 AM to 8:25 AM	Dr. Dana Mackison Moving your Practice from Passive to Active Care <i>Sponsored by Performance Health</i>	The time is now to increase implementation of active rehabilitation into your practice. Evidence shows that patients receiving in-office and at-home active care exercises have better outcomes, compliance, and satisfaction and refer more. Learn how to accomplish the highest level of support for your practice and your patients with the right procedures and equipment.
(DR) (CA) (PT) Early Bird Session	8:25 AM to 8:50 AM	Ms. Stacey Autori Outsourcing Your Billing A Valuable Consideration <i>Sponsored by ProMed Billing</i>	Would you like to learn how you can improve your cash flow and lower operational costs while you increase profitability, improve productivity and eliminate cash flow backlogs? Attend this session and find out how outsourcing your billing can increase your ability to focus on patients and free you from the hassles of insurance.

9:00 AM Seminar Welcome From Dr. Mark Sanna, CEO Breakthrough Coaching

(DR) (CA) (PT)	9:00 AM to 10:30 AM	Dr. Mark Sanna 10 Unskippable Steps To Your Best Year Ever	In this presentation, Breakthrough Coaching CEO, Dr. Mark Sanna shares ten common sense, unskippable ideas and strategies intended to help you achieve better results for your practice in 2011 and beyond. You will already be acting on some of these – act on all of them and you'll be sure that the upcoming year will be your best year ever!
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10:30 AM – 10:50 AM Morning Break – Visit our Exhibition Hall!

(CEU) (DR) (CA) (PT)	10:50 AM to 12:20 PM	Dr. Lisa Bloom What Is A Subluxation & Why Should We Care? <i>Sponsored by Foot Levelers</i>	Get new insight into the unique value of chiropractic care from one of the profession's top experts in chiropractic neurology! Learn why chiropractic works, get the research that supports it, and understand how it helps your patients achieve lasting wellness. Dr. Bloom will give you a solid understanding of the nervous system and the neurology behind the subluxation. You'll also learn useful treatment protocols based on the clinical application of neurology.
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12:20 PM – 2:00 PM Lunch Break – Visit our Exhibition Hall

12:30 PM – 2:00 PM Elite Members Luncheon Sponsored by Chiro Design Group

Featured Alliance Partners: Gerstman & Martin, ChiroHealth USA, RME, Advantage Claims Recovery Group

Phone 1-800-7-ADVICE (723-8423) to register today! EARLY REGISTRATION \$159 per practice by October 4th & \$199 thereafter.

Friday Afternoon & Evening, November 5

2:00 PM – 2:20 PM Exhibitor Prize Drawings – You Must Be Present To Win!

(CEU) (DR) (CA) (PT)	Time	Speaker: Title	Description
Eagles Club Exclusive	2:20 PM to 3:20 PM	EAGLES CLUB SHARING SESSION	The Eagles Club is a by invitation only organization comprised of the top practices in Breakthrough Coaching. This special roundtable session is an opportunity for peer-to-peer sharing to accelerate the growth and profitability of your extraordinary practice.
(DR) (CA) (PT)	2:20 PM to 3:20 PM	Dr. David Pinkus Post Payment Audits: What Are They, How to Avoid Them And What to Do If You Are Audited	Due to the increase in post payment audits by the OIG and major insurance companies, it is imperative that doctors and CAs understand how to bullet proof their practices. Doctors, CAs and insurance personnel need to know what auditors look for and, more importantly, what their rights are as health care practitioners. It's no longer a question of IF your practice will be audited, it's WHEN. Understanding what auditors are targeting is the first step toward a successful defense.

3:20 PM – 3:40 PM First Afternoon Break

(CEU) (DR) (PT)	3:40 PM to 4:40 PM	Dr. David Seaman No Nonsense Nutrition <i>Sponsored by Anabolic Labs</i>	The basic nutrition encounter in your practice need not be cumbersome and time consuming. Each patient needs the basic dietary and supplementation recommendations. This allows for easy practice integration/application without sacrificing quality of care. Learn the "Polymeal" approach to dietary modification from the profession's top expert.
(CA)	3:40 PM to 4:40 PM	Dr. Dianne Baynes & Our Expert CA Panel Learning From In The Trenches	This session is geared to your entire practice team and is designed to deliver real world experience that you can implement to grow your practice starting immediately. You will hear from Breakthrough Coaching CA Members who live these issues every practice day, and we will end with an inspirational message from Dr. Dianne Baynes.

4:40 PM – 5:00 PM Break

5:00 PM – 5:20 PM Exhibitor Prize Drawings – You Must Be Present To Win!

(DR) (CA) (PT)	5:20 PM to 6:30 PM	Dr. Jeff Lewin Work Your Pond: The Positive Power of Networking to Leap Forward in Practice & Life	What's the biggest challenge when it comes to networking? It's conversation, everything from small talk to in-depth conversations. This interactive workshop teaches a four-step process to better communication that takes you beyond mere social ease to building <i>rapport</i> . Learn the skills of networking, conversation, social intelligence and how to build a network and leap forward in your practice and your life!
(DR)	5:20 PM to 6:30 PM	The Real World of Chiropractic Practice DC Student Program	Designed to specifically meet the needs of the soon-to-graduate chiropractic student, this presentation includes the real-world information that you must know to succeed in practice. You'll get the scoop from seasoned pros and will learn the major trends impacting our profession today.

6:30 PM – 7:30 PM Meet & Mingle With Fellow Members At Our Exhibitor Sponsored Mixer.

Saturday Morning & Afternoon, November 6

7:45 AM Exhibition Hall Opens

(DR) (CA) (PT) Early Bird Session	8:00 AM to 8:25 AM	Ms. Teri Sura Integrating Massage Into Your Chiropractic Practice <i>Sponsored by Pivotal Health</i>	Bringing a massage therapist into your practice can boost your revenue. Many of your patients may already be paying out-of-pocket for spa treatments, cosmetic procedures, acupuncture, or massage therapy. So why refer them elsewhere when you can provide an ancillary service in your office? Learn how massage can benefit your patients and increase your profits.
(DR) (CA) (PT) Early Bird Session	8:25 AM to 8:50 AM	Dr. Laurence Ecker The Turnkey Weight Loss Solution <i>Sponsored by Doctors Weight Loss Solution™</i>	Laurence Ecker, DO presents a turnkey weight loss program designed exclusively for the chiropractic practice. No prior knowledge of the weight loss industry or marketing is needed. This program is designed to be staff-generated and requires little doctor time. Join us to learn about this significant additional revenue stream for your practice.

9:00 AM Exhibitor Prize Drawings – You Must Be Present To Win!

(DR) (CA) (PT)	9:00 AM to 10:50 AM	Ms. Shawne Duperon Forget Paid Advertising: How To Grow Your Practice With Traditional & Social Media—Free!	This marketing presentation is like no other. It's guaranteed to give you the tools, skills and strategies to grow your practice with thousands of dollars in free publicity. Over the last 20 years, Six-Time EMMY® award winner Shawne Duperon has interviewed most presidents, and hundreds of celebrities and sports stars. This former health reporter has trained thousands across the globe and knows what it takes to grow your practice exponentially using word of mouth and media relationship building strategies. You will leave this session with new marketing tools, regardless of your skill level.
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10:50 AM – 11:10 AM Morning Break – Visit our Exhibition Hall!

(CEU) (DR) (PT)	11:10 AM to 12:30 PM	Dr. Paul Lentini Mastering Evaluation & Management Coding	Don't leave money on the table! Receive reimbursement for all funds you're legitimately due and avoid potential audits and penalties. An essential course on selecting the correct level of E&M service and ensuring documentation supports service(s) provided. Avoid having claims downcoded by payers and learn how diagnosis coding and sequencing helps establish medical necessity.
(CA) (DR)	11:10 AM to 12:30 PM	Dr. Dianne Baynes Your Financial Report of Findings: Learn the Missing Ingredient!	The Financial Consultation is a specialized meeting that helps clarify the patient's financial responsibility, helps build rapport, and proactively avoids becoming the victim of the various insurance companies' games. Learn to empower your teammates to assist the doctor by complementing a strong Clinical Report of Findings and a strong Financial Report of Findings with a powerful Financial Consultation.

12:30 PM – 12:50 PM – Final Break – Visit our Exhibition Hall!

12:50 PM – 1:00 PM Final Exhibitor Prize Drawings – You Must Be Present to Win

(DR) (CA) (PT)	1:00 PM to 2:00 PM	Dr. Morgan Mullican On Your Mark, Get Set, Goal!	When you know how to set and achieve your goals, you're in charge of your life ... you determine the direction in which you'll sail. With goals, you can chart the course of your life. This goal setting session will provide you with the "nuts and bolts" of goal setting in a way that is fun, easily understood and easy to do. Take control of your life so that you can determine where you're going, how to get there, and when you'll get there, and what you want to do when you arrive!
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