



THE NATIONAL BY FCA 2017

Hyatt Regency Orlando
Orlando, FL

August 24, 2017 - August 27, 2017

Please note that each speaker's name is a link that will allow you to view their photo and bio...just click on the link and learn about our fantastic speakers!

Success Track

COURSE CATALOG

Thursday - 8/24/2017

1pm-2:40pm

Plaza International IJ

- Dennis Nikitow, DC

The Secrets to Building a High Retention Cash Practice

Course Description

Dr. Nikitow will teach you the top ten points to building a high-volume cash family practice that will continue to thrive in any economic environment. Since Dr. Nikitow still practices, he will share with you what he does on a daily basis. These principles have been time tested and have worked for over three decades. His system focuses on repositioning people's beliefs and is easy to implement, with successful results every time!

3:20pm-5pm

Plaza International IJ

- Fabrizio Mancini, DC, FICC, FACC

- CJ Mertz, DC

- James L. Chestnut, BEd, MSc, DC,

- Eric Plasker, DC

CCWP

How to Attract New Patients Today

Course Description

The most common question from Chiropractors about business is, "How do I get new patients?" This panel of speakers will share the secrets of the biggest practices in the world in one presentation. Building a practice is a science and an art. Learn how to easily implement ways to attract more new patients and effectively educate the ones you have. Stop doing the same things expecting different results. The public needs Chiropractic today more than ever. You are the one to deliver it.

Sponsored by: Infinedi, The Family Practice, Inc., CJ3 Consulting, LLC

Friday - 8/25/2017

8am-9:40am

Windermere Ballroom Y

- Daniel Drubin, DC

Shake Up Your Life and Your Practice

Course Description

The "Shake It Up" presentation features the 7 Critical Areas of Practice and Life that Need to be Shaken Up on a regular basis. The attendees will be presented with practical, tangible and useful systems and skills that will allow them to re-invent their practices, as they provide their patients with world-class care, and simultaneously re-invent their practices.

Learning Objectives

- Learn how to build a million dollar practice
- Learn patient communication
- Creating a reputation and referral driven practice
- Learn how to build a world class team

Sponsored by: Request 4 Feedback

10:20am-Noon

Windermere Ballroom Y

- Jim Bowen, JD

More Money, Less Taxes, Better Compliance

Course Description

In this session, you will learn a real-life perspective why some Docs are happy, successful, and financially secure, while others are not. See what issues take Docs off the straight and narrow and onto the pages of Board reviews. Many reasons for these outcomes, but one common characteristic is the knowledge or lack of knowledge of basic tax law, business concepts and chiropractic operations. This is information that is not taught in the Colleges, or given in chiro- practice seminars. In this session attendees will learn the perspective of running a business and how it applies to the DC clinic.

Friday - 8/25/2017

1pm-2:40pm

Windermere Ballroom Y

- Fabrizio Mancini, DC, FICC, FACC

How to Reach the 90% not seeing a Chiropractor

Course Description

Are you frustrated that only 10% of your community sees a Chiropractor? Do you wish you had an unlimited number of new patients? Dr. Fab Mancini, World renown Chiropractor and Bestselling author and Speaker, will share with you 3 simple ways to reach the masses. People are needing Chiropractic more than ever, but they don't know what we do or who you are. In this presentation, find out what the most influential people do to impact the masses. Learn basic steps how you can begin to be the health expert in your area and attract more patients into your practice. It is time that we solve the healthcare crisis and Chiropractic is the answer!

Sponsored by: Infinedi

Friday - 8/25/2017

3:20pm-5pm
Windermere Ballroom Y

- [Christopher Music](#)

ADVANCE TO THE NEXT LEVEL: Your Game Plan for Practice Independence & Personal Financial Freedom

Course Description

Professional Practice Owners take enormous risks and work hard to attain success. As the practice starts to become profitable and expansion becomes imminent, the owner spends more time and money to help move the business to the next level and sacrifices even more leaving him or her in personal financial distress and exhaustion. At this juncture it becomes apparent there is a disconnection between the viability of a successful practice and the owner's personal wealth. This presentation exposes the obstacles that stand in the way of practice expansion and personal financial success for the practice owner and presents a game plan on what can be done to create an owner-independent practice and translate the practice profits into the owner's household seamlessly and efficiently. This financial training is delivered in an easy-to understand method, stripping away the difficulties of complicated and illogical solutions giving attendees an arsenal of solutions to begin organizing their financial life successfully.

Learning Objectives

- Learn why the key ingredient for financial freedom is practice ownership
- Discover the roles they play as the Practitioner, the Executive and the Owner and what responsibilities they must be trained on to handle each role
- Learn how the household is connected to the practice and how to manage these two entities as the "Owner" for maximum success
- Learn how to spot a financial mistake before it happens and how to identify and protect areas exposed to considerable loss
- Learn the rules on how to convert practice profits to personal wealth and better organize income and expenses for more financial control
- Discover strategies that produce higher income in the practice as the "Executive" by establishing multiple income sources and building systems for an owner-independent business model

Saturday - 8/26/2017

8am-9:40am

Windermere Ballroom Y

- Fabrizio Mancini, DC, FICC, FACC
- Jade Malay, DC
- Lori Allen, BS, MBA

- Raj Gupta, DC
- Greg Loman, DC

• Miles Bodzin, DC

Benefits of the Most Effective Models in Chiropractic Care Today

Course Description

Chiropractors, new and established, often wonder which model of care might be the best fit, in order to increase their practice. During this course, you will learn the expansion ability along with the limitations of a multidisciplinary practice, an integrated approach, an adjustment only model, transitioning to a cash only practice as well as the staff systems necessary in any expanding business. Join this unique panel of experts, each wildly successful leaders in our industry, each with a different chiropractic business model, and allow your mind to explore a model that might suit you well!

Learning Objectives

- Understand the applications different models of chiropractic care
- Differentiate the limitations and expansion opportunities with each model
- Distinguish which model of care aligns with your style of practice

Sponsored by: Infinedi, Profitable Practice Strategies, Cash Practice Inc.

10:20am-Noon

Windermere Ballroom Y

- CJ Mertz, DC

Being On Purpose

Course Description

The purpose of this course is to expose the doctor to the most update to date patient case management using principled and concise patient management protocols at allow the creation of a wellness program.

Sponsored by: CJ3 Consulting, LLC

Saturday - 8/26/2017

1pm-2:40pm
Windermere Ballroom Y

- Stuart Warner, DC

- Theresa Warner, DC

Brand Yourself as the Celebrity 'Go-To' Chiropractor in your Town & Get New Patients on Auto-Pilot

Course Description

Dr. Theresa and Dr. Stuart Warner will demonstrate a multitude of ways to effectively communicate the message of chiropractic care for children to the public through the media in a professional and credible way.

Learning Objectives

- Effectively communicate chiropractic care for children through various forms of media in a professional and credible way.

Sponsored by: Drs. Warner's Chiropractic Pediatrics 24/7

3:20pm-5pm
Windermere Ballroom Y

- Raj Gupta, DC

The Wellness Center Solution

Course Description

Private practices in America are disappearing, and you, a private practice business owner, struggle to stay afloat. Insurance reimbursements are decreasing every year, and so is your revenue.

What practice owners need, is a new, profitable, business model.

That model is now here. Wellness centers attract the masses for gym and spa services, and at the same time provide patients who pay cash for services in the medical practice. The increased revenue created by these cash services, plus the continued insurance revenue will not only offset the decreases in insurance reimbursement, but it will provide a surplus of income.

The Wellness Center Solution shows you not only how to open a wellness center, but also why they should.

Stop accepting less pay for more work. The Wellness Center Solution is for building not just the practice of future, but the wellness center of tomorrow, so you can take back control of your practice, your income and your life.

Sunday - 8/27/2017

8am-9:40am

Windermere Ballroom Y

- Jay S. Greenstein, DC, CCSP, CGFI-L1,
CKTP, FMS

Being the CEO of your Practice

Course Description

Today's ever changing landscape requires even more hats to be worn by the chiropractic practice owner. Understanding the new era of value based healthcare and how to apply the scientific evidence to improve patient outcomes, inform healthcare providers, ensure appropriate payment, and influence policy-makers is paramount. In addition, the world of business is happening at an exponential pace, and applying evidence based leadership techniques is critical to ensure the mission of your business is achieved.

Learning Objectives

- Learn how to apply chiropractic research to ensure the best outcomes for your patients and to ensure you are positioned in your community as the leader in chiropractic care
- Learn how to apply evidence based leadership to create practice success

*Sponsored by: Performance Health Products/Biofreeze, TheraBand, TheraPearl, Bon Vital,
Infinedi*

Sunday - 8/27/2017

10:20am-Noon
Windermere Ballroom Y

- Brandon Credeur, DC

- Heather Credeur, DC

The Healthcare Gap: Chiropractic's New Frontier

Course Description

The monolithic healthcare system that has dominated our society for a very long time is dying. It is collapsing under the weight of enormous incompetence, bureaucracy, corruption, and special interests: interests that largely serve the insatiable desire for profit, instead of an increasingly unhealthy society.

The victims of this collapse are certainly the patients, which the system is supposed to serve. There is, however, another victim that is all too close to home:

The Doctor of Chiropractic

As the industry of healthcare continues to spiral out of control and third-party pay structures continue to cut out the chiropractic profession, the Doctor of Chiropractic has to adapt and adapt quickly.

The Healthcare Gap refers to the space that lies between what is currently offered to the patient population and what is really needed. What ultimately lies in the gap is the opportunity that will fuel A New Frontier of Unprecedented Prosperity for the Chiropractic Profession.

Learning Objectives

- Identify the hidden opportunities in Chiropractic
- 3 critical steps to a 100% Cash Practice
- What the market really wants from the Chiropractic profession

Sponsored by: Biogenetix