

## The 3 Things Most DCs Overlook in Patient Treatment/Technique: That Decreases Patient Results, Retention and Referrals

Dr. Mitch Mally

**Description:** Attendees will learn Dr. Mally's top 3 secrets to enhance the 3 R's (Results, Retention and Referrals) *focusing on technique mastery* in your practice. This is a powerful action packed fast paced informative lecture. As you know, Dr. Mally's presentations are AMAZING and feature his enthusiastic, educational, comedic, and high energy, content rich information and *technique demonstrations* always leaving the audience wanting more. In fact, that is why Dr. Mally is one of the most sought-after speakers and frequently asked to return to speak for the FCA.

### Learning Objectives:

- Learn to identify, compare, differentiate, and interpret the techniques required to enhance results, formulate retention strategies,
- Implement additional techniques, x-rays, and protocols, make recommendations for additional care, and utilize referral linguistics predicated on outcomes of care.
- Live demonstrations of techniques will afford attendees an element to add to their practices on Monday morning.

### Results (Based on Technique)

- The Mally Opportunity Matrix Defined
  - a) introduction NIH research of \$800 billion spent on Pain and Pain Syndromes (\$400 on Neck, Back and LB)
  - b) additional \$400 billion on the table for Extremities
  - c) a deep discussion of the extremity techniques commonly overlooked in practice
    - (i) adjusting techniques that produce **results** (Anisomelia, TMJ, etc.)
    - (ii) Leg Length & TMJ x-rays (diagnosis and case studies)
- **Pain** + Precision = Profitability (*Technique - explanation and biomechanics*)
- **Pain** Opportunity Pathway (*Technique Demonstration*)

## Retention (Based on Technique)

- The Mally Opportunity Matrix Re-defined
  - a) review of NIH research of \$800 billion spent on Pain and Pain Syndromes (\$400 on Neck, Back and LB)
  - b) additional \$400 billion on the table for Extremities
  - c) a deep discussion of the extremity techniques commonly overlooked in practice
    - (i) adjusting techniques that produce **retention** (Golfer's and Tennis Elbow, etc.)
    - (ii) Elbow/Wrist x-rays (diagnosis and case studies)
- Pain + **Precision** = Profitability (*Technique - explanation and biomechanics*)
- **Precision** Opportunity Pathway (*Technique Demonstration*)

## Referrals (Based on Technique)

- The Mally Opportunity Matrix Re-defined
  - a) review of NIH research of \$800 billion spent on Pain and Pain Syndromes (\$400 on Neck, Back and LB)
  - b) additional \$400 billion on the table for Extremities
  - c) a deep discussion of the extremity techniques commonly overlooked in practice
    - (i) adjusting techniques that produce **referrals** (Shoulder injuries, etc.)
    - (ii) Shoulder x-rays (diagnosis and case studies)
- Pain + Precision = **Profitability** (*Technique - explanation and biomechanics*)
- **Profitability** Opportunity Pathway (*Technique Demonstration*)

The expanded version of the notes for this class will be available for one year as a downloadable pdf at [www.fcachiro.org/notes](http://www.fcachiro.org/notes) using the code:

MAL8271

