

Expanding Your Practice Potential

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Introduction

This session explores the value and purpose of the Certified Chiropractic Physician Assistant (CCPA) in expanding a chiropractic practice. You will gain insight into how CCPAs are essential to success and why their demand is growing in Florida. Currently, there are approximately 430 actively licensed CCPAs in Florida, with numbers increasing each year.

Practice Efficiency

Efficiency is key for financial viability in practice. Inefficiency can cause a practice to fail.

Efficiency Tips:

- Train and fully utilize your staff.
- Focus provider time on direct patient care (99% adjusting).
- Streamline scheduling and appointment confirmations.
- Implement consistent collection procedures.
- Use role play as a training tool.

Even small improvements in workflows add value and reduce stress.

Navigating Growth

Navigating your practice's growth requires vision and planning.

- Understand your practice needs.
- Share your value story: "This is a great place to work because..."
- Make your office appealing for hiring in today's market.
- Encourage staff to see pathways for advancement, including becoming CCPAs.
- Build a strong patient base through strategic planning.

The Power of Attitude

Attitude is everything when building a fantastic team.

- Avoid negativity and foster positivity.
- Introduce yourself and share encouragement.
- Remember: Positivity impacts both your team and your patients.

Keeping a strong, positive attitude sets the foundation for practice success.

Elevating the CCPA Role

CCPAs bring immense value beyond being “just front desk” or “billing.”

Skills to Strengthen:

- Organization and attention to detail.
- Multitasking and prioritization.
- Listening with intent and empathy.
- Educating patients: “An educated patient is the best patient.”

Going above and beyond in these areas elevates your role and improves patient outcomes.

Patient Engagement

Patient engagement must be woven into workflows.

- Patients must be active participants in their care.
- Use automated follow-ups to ensure accountability.
- Provide end-to-end engagement throughout their care journey.
- Adapt communication styles to each patient.
- Every interaction is an opportunity to build trust and impact health outcomes.

Purpose & Philosophy

Understanding your “Why” is more important than your “What.”

The What: Adjustments, hours, fees, plans, cleanliness.

The Why: Philosophy, purpose, and meaning behind your work.

As Simon Sinek says: “People don’t buy what you do, they buy why you do it.”

The 32nd Principle of Chiropractic reminds us that coordination is key. Offices function as organisms: doctors, CCPAs, staff, and patients working together toward a shared purpose.

Teamwork & Leadership

Keys to success in practice expansion include strong leadership and teamwork.

- Communicate clearly and consistently.
- Share feedback and encourage collaboration.
- Align your team to a common mission.
- Recognize and reward contributions.

Without teamwork, practices face chaos, confusion, and turnover. With teamwork, they thrive and expand.

Finding Joy in Your Career

Sustaining long-term success requires joy and motivation in your career.

5 Strategies:

1. Define your purpose.
2. Set clear goals.
3. Create a plan.
4. Cultivate correct skills.
5. Stay motivated.

Work-life balance, health, and wellness are essential for sustained motivation and joy in practice.

Elevating Your Purpose

Each of us must think critically about how to elevate our purpose as a CCPA, as a person, and as an office.

Ways to Elevate:

- Cultivate a positive and respectful culture.
- Ensure inclusion and empowerment for staff.
- Trust and collaboration inspire innovation.
- Lead with positive intent and embrace change.

Together, CCPAs and chiropractors can expand practice potential and achieve greater patient impact.