

# ChiroSymposium

## UPSKILL YOUR PRACTICE

BTC OCTOBER 6-8, 2023

**Our Seminar Theme: Upskilling—Join Us to Up Your Skills!**

### What's Upskilling?

- Upskilling means acquiring new knowledge, skills, and competencies.
- Upskilling means adapting to new technologies, trends, and job requirements, making your skills more valued.
- Upskilling encompasses technical skills like software and digital marketing, as well as soft skills like leadership, communication, and problem-solving.
- Upskilling fosters continuous learning, boosts employee engagement and job satisfaction, and increases productivity.
- Upskilling is a proactive approach to personal and professional development, ensuring you can adapt, thrive, and remain relevant in an ever-changing environment.

### Friday, October 6

**4:30 PM: Registration Desk Opens**

**5:00 – 5:50PM: Dr. Mark Sanna, Dr. Morgan Mullican, Wendy Lee CCP: Beyond Insurance—Self Pay Services Patients Want & Need, Part I**

Discover the secrets to success in self-pay services in this game-changing session. Designed for chiropractic, medical, and multidisciplinary practices, this event covers essential skills, cash services, payment arrangements, financing, and more. Learn how to optimize your practice's financial strategies, delegate tasks to your staff, and leverage technology to meet market demands. Join industry experts and gain insights to streamline payment processes, enhance patient satisfaction, and boost revenue. Don't miss this opportunity to revolutionize your practice and thrive in the self-pay services arena. Unlock the potential for financial success in your practice.

**5:50—6:10PM: Break**

**6:10—7:00PM: Dr. Mark Sanna, Dr. Morgan Mullican, Wendy Lee CCP: Beyond Insurance—Self Pay Services Patients Want & Need, Part II**

### Saturday, October 7

**8:00 AM: Registration Desk Opens**

**8:30 AM – 9:00 AM: Dr. Mark Sanna: The ChiroSymposium Circle Convenes (Group Intro/Mission of ChiroSymposium)**

What's so special about the ChiroSymposium attendees, presenters, and exhibitors? Join us and find out why the ChiroSymposium is like no other place in chiropractic!

**9:00 AM – 10:15 AM: Dr. Mark Sanna: The Insider Secrets of How to Use ChatGPT to Build Your Practice--Harnessing the Power of AI**

Join us for an eye-opening seminar session, tailored exclusively for chiropractors and their dynamic teams. Brace yourselves for a transformative journey into the realm of cutting-edge technology, as we unlock the potential of ChatGPT to propel your practice marketing to unprecedented heights. Experience the thrill of embracing artificial intelligence, as it becomes your invaluable ally in patient communication and practice growth. Prepare to conquer new frontiers, as we unite chiropractic expertise with the extraordinary possibilities of AI. Unleash the future today!

**10:15 AM – 10:45 AM: Break**

**10:45 AM – 12:00 PM: Dr. Robert Jackson: Communicating for Better Compliance**

Join our upcoming seminar session and learn the latest effective communication strategies for different generational and marketing groups. Dr. Robert Jackson will provide cutting-edge techniques and tools that can help you elevate your credibility and professional standing, as well as connect with your target audience to unlock your practice's true potential. Additionally, you'll discover the benefits of patient communication and practice growth. This valuable opportunity can improve your communication skills and take your practice to the next level.

Discover the power to liberate your practice in this empowering session. Join us as we share strategies to navigate the treacherous world of insurance reimbursement, reigniting your passion for patient care. Explore the cold reality of oppressive contracts and the freedom that comes with stepping out of the network. Feel the weight of frustration lifted as we uncover the untapped potential of out-of-network billing. Together, we'll reclaim our professional autonomy, breaking free from limitations that stifle optimal care. Don't miss this transformative event that will empower chiropractors and patient finance professionals alike. Let's rise above abusive managed care plans and ensure the wellbeing of those we serve.

**12:00 PM – 1:00 PM: Lunch****1:00 PM – 2:15 PM: Dr. Morgan Mullican: Evidence Based Care—What Is It, Why Should You Care, & Who Does?**

Unleash the power of Evidence-Based Care in this big-picture seminar session. Designed to support chiropractic and multidisciplinary practices, this session unveils the secrets of this important approach that combines research, expertise, and patient preferences. Discover the remarkable benefits for both practitioners and patients as we explore cutting-edge techniques and tools. Elevate your credibility, professional standing, and patient satisfaction by embracing evidence-based care. Make informed decisions and achieve unparalleled results. Join us for a transformative experience that will revolutionize your practice and help to protect it from the pain of a documentation audit.

**2:15 PM – 2:45 PM: Break****2:45 PM – 4:00 PM: Wendy Lee, CCP: In-Network or Out of Network? When & How to Break Up with Abusive Managed Care Plans**

Discover the power to liberate your practice in this empowering session. Join us as we share strategies to navigate the treacherous world of insurance reimbursement, reigniting your passion for patient care. Explore the cold reality of oppressive contracts and the freedom that comes with stepping out of the network. Feel the weight of frustration lifted as we uncover the untapped potential of out-of-network billing. Together, we'll reclaim our professional autonomy, breaking free from limitations that stifle optimal care. Don't miss this transformative event that will empower chiropractors and patient finance professionals alike. Let's rise above abusive managed care plans and ensure the wellbeing of those we serve.

**4:00 PM – 4:15 PM: Break****4:15 PM – 5:15 PM: The Practices of Their Dreams—BTC Members Share Their Amazing Practice Designs, Floorplans, and Layouts**

Discover the keys to building the practice of your dreams! Be prepared to be inspired as our exceptional panel of Breakthrough Coaching Members reveal their inspiring journeys towards crafting practice spaces that embody their visions. Experience their remarkable design concepts, innovative floorplans, and captivating layouts that leave a lasting impact on patients. Through heartfelt stories, they'll share the challenges, lessons, and triumphant outcomes of pursuing ambitious dreams. Immerse yourself in this informative session, where aspirations know no bounds and dreams become reality. Don't miss the chance to learn from these extraordinary individuals and unlock your practice's true potential.

**5:15 PM – 6:15 PM: Evening Mixer and Cocktail Hour****Sunday, October 8****8:00 AM: Registration Desk Opens****8:30 AM – 9:45 AM: Wendy Lee, CCP: Is My Practice Software Working for Me? OR Eating My AR?**

Supercharge your chiropractic and multidisciplinary practice with the right software. Unleash the untapped potential of your software system and skyrocket your efficiency and revenue. This transformative session reveals the secrets to evaluating and optimizing your current software. From uncovering hidden issues to supercharging appointment scheduling and billing processes, you'll gain invaluable insights and practical strategies. Don't let outdated software hold you back from success. Join us and discover how to ensure your practice software truly works for you. Elevate your practice to new heights - this is an opportunity you can't afford to miss!

**9:45 AM – 10:00 AM: *Break***

**10:00 AM –11:00 AM: Dr. Morgan Mullican: Pump Up Patient Compliance with Powerful Re-examination Procedures**

This transformative session will equip you with cutting-edge strategies to inspire your patients and amplify their commitment to follow through with your recommendations for care. With captivating case studies, you'll discover how to ignite a spark of motivation in your patients, making them active participants in their own healing journey. Unleash the full potential of re-examination procedures and watch your patients achieve unparalleled outcomes. Don't miss this extraordinary opportunity to propel your practice to new heights and become a trailblazer in patient compliance.