

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



Chicago, IL  
 Aug. 5 - 7, 2010

While D.I.Y. might work around the house...  
 you need the expertise of a professional when building  
 your practice.

The Breakthrough Coaching "Nuts & Bolts" seminar series provides you with the systems and strategies you need to succeed in today's rapidly changing healthcare environment. Learn from the top experts in the profession; how to maximize your time, energy and resources to create the most organized, efficient, and profitable practice – fast!

**Marriott Chicago O'Hare • 8535 West Higgins Road • Chicago, IL 60631 • 800-228-9290**

**What you will learn:**

- How to implement the most important principles for growing your practice faster
- How to maximize the core activity areas that really drive revenue growth
- How to apply systems to help your practice team achieve maximum productivity
- How to achieve your highest level of profitability ever

**Thursday Evening, August 5**

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. Brad Feldner <b>Active Care Bootcamp Module II</b> <i>Sponsored by Fitness Plus</i>	This interactive session will provide you with an understanding of patient exercises including at-home and in-office exercises involving range of motion, isometric, stretching and strengthening exercises. The presentation concludes with Neuromuscular Reeducation, an approach to the evaluation and functional treatment of soft tissue injuries involving exercises that enhance posture, balance and proprioception.

**Friday Morning, August 6**

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. Jeff Slocum <b>Marketing Makes the Difference</b> <i>Sponsored by Learning Curves</i>	Everything is Marketing! Productivity, profitability and practice success happen on purpose not by chance. Dr. Slocum will show you how a well defined, professionally designed, easily implemented, and successful marketing plan can be the difference your practice absolutely needs to ensure that you get what you desire and the patient gets what they deserve.
(DR) (CA) (PT) Early Bird Session	8:25 AM to 8:50 AM	Mr. Hale Spiegelberg <b>Letting Doctors be Doctors</b> <i>Sponsored by Document Plus</i>	Description: Hale Spiegelberg will discuss how Document Plus helps doctors stay on top of the EMR requirements. He will also explain how high speed scanning can help the doctor delegate the documentation process, freeing the doctor up to treat patients rather than wasting time gathering information.

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

(DR) (CA) (PT)	9:00 AM to 10:30 AM	Dr. Gilles LaMarche <b>Become the Go To Health Care Profession</b> <i>Sponsored by Parker College of Chiropractic</i>	Dr. LaMarche is the Vice President of Parker College of Chiropractic and the Director of the Parker Success Seminars. He will share his simple, cost-effective and time proven strategies to build your practice. Learn what he did to build and maintain a practice volume of more than 500 plus visits for his entire 25 year career (up to 800 visits per week for 5 of those years).
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10:30 AM – 10:50 AM Morning Break – Visit our Exhibition Hall!

(CEU) (DR) (PT)	10:50 AM to 12:20 PM	Dr. Terry R. Yochum <b>MRI of the Spine: Everything You Need to Know</b>	This all new presentation encompasses a review of normal MRI anatomy in the cervical, thoracic and lumbar spine, including a review of the history of the physics behind magnetic resonance imaging. Dr. Yochum will present selected case studies of disc herniations and spinal stenosis along with a number of unique case studies at the conclusion.
(DR) (CA) (PT)	10:50 AM to 12:20 PM	Dr. Jeff Lewin <b>How &amp; Why &amp; When to Hold a Practice Jam Session</b>	Practice makes perfect. It's true when it comes to music, sports and to your practice. Regular Team Meetings are essential to the success of your practice and this is the best time of the year to hold an off campus "Practice Jam" Team Meeting. Learn the step-by-step system to uncover the top areas for improvement in your practice and create an action plan for your team to accelerate your momentum toward your goals.

12:20 PM – 2:00 PM Lunch Break – Visit our Exhibition Hall

12:30 PM – 2:00 PM Elite Members Luncheon Sponsored by Kennedy Decompression Systems/Technique

**Featured Alliance Partners: Eclipse/HNA, Learning Curves, Meyer Dist., Document Plus, & Massage Advantage**

Phone 1-800-7-ADVICE (723-8423) to register today! EARLY REGISTRATION \$159 per practice by July 5th & \$199 thereafter.

**Friday Afternoon & Evening, August 6**

**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	<b>EAGLES CLUB SHARING SESSION</b>	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. Paul Lentini <b>Implementing a Wellness Seminar Series</b>	Recent legislation placed prevention and wellness at the forefront of health care reform. The opportunities have never been greater for you to become the Wellness Expert in your community. Patients, Employers and Organizations are actively seeking presentations to learn how to increase their Energy, Lose Unhealthy Weight, Reverse the Aging Process, Overcome Sickness & Disease and Master Digestion naturally! You will receive a turn-key set of Wellness PowerPoint presentations ready for you to schedule in your community right away!

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

(DR) (CA) (PT)	3:40 PM to 4:40 PM	Dr. Morgan Mullican <b>The Roles of Your Multidisciplinary Team Members</b>	Multidisciplinary and interdisciplinary team designations, often used interchangeably, refer to a health care team comprised members from a variety of disciplines, each providing separate input to a team leader who processes the information. Decisions about care are made by pooling information to arrive at a consensus. A multidisciplinary practice team can lead to more comprehensive patient care and a reduction in costs. Learn to get the most from your multidisciplinary team and how to educate your patients in the team approach to care.
(DR) (CA) (PT)	3:40 PM to 4:40 PM	Ms. Lori Weiss <b>How to Create a Five Star Practice</b>	Have you ever been to a Five Star hotel or a restaurant? How did the experience make you feel? How well you create a positive and memorable experience for your patients determines how successful your practice will be. The session will empower you to inspire patients to stay, pay and refer by providing Five Star Service.

**4:40 PM – 5:00 PM Break**

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

(CEU) (DR) (PT)	5:20 PM to 6:30 PM	Dr. Mitch Mally <b>Why Extremities? 180 Reasons!</b>	BTC proudly welcomes back Dr. Mitch Mally for an informative lecture detailing an overview of how integrating and becoming a "marksman" in the extremities can increase ALL of your practice statistics. You will learn some practice tips guaranteed to enhance your skills and increase your bottom line!
(DR) (CA)	5:20 PM to 6:30 PM	Dr. Dan Cruoglio <b>The Daily Activity Audit</b>	Do you know how many of your daily services are slipping through the cracks? If even 5% of the services in a week were missed, incorrectly entered, or mishandled, you could be losing tens of thousands of dollars each year. Learn to master: Daily Bundle Audits; Daily Day Sheet Audits; Monthly CPT Analysis; and Monthly Comparison Audits to keep your profitability under control.
(DR)	5:20 PM to 6:30 PM	<b>The Real World of Chiropractic Practice</b> 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, August 7**

**7:45 AM Exhibition Hall Opens**

(DR) (CA) (PT) Early Bird Session	8:00 AM to 8:25 AM	Ms. Mary L. Fairhurst <b>Using the JTECH System to Its Fullest Potential</b> <i>Sponsored by JTech Medical</i>	Learn the many uses of JTECH systems as a cost-effective solution when: your practice has a PI focus; your practice has a Worker's Comp focus; your practice has a Major Med Insurance focus; your practice has a majority of cash paying patients and the practice is doing FCEs or Post-Offer testing.
(DR) (CA) (PT) Early Bird Session	8:25 AM to 8:50 AM	Mr. Geoffrey Miscoe <b>SleepWellness: The Third Pillar of Health</b> <i>Sponsored by My SleepWellness</i>	We spend up to 30% of our lives asleep and yet sleep is an often overlooked component of overall health and wellness. Join Geoffrey Miscoe and learn how adding a turn-key SleepWellness Center to your practice can improve your patients' health and longevity and your practice's growth and bottom line.

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

(DR) (CA) (PT)	9:00 AM to 10:50 AM	Dr. Mark Sanna <b>Undercover Boss: Going Behind the Scenes in Your Practice</b>	The hottest new reality series, Undercover Boss, follows CEOs as they slip anonymously into the rank and file of their companies. You work alongside your team members and don't have to go undercover to examine the inner workings of your practice. Learn to become aware of the effects your decisions have on others, where problems lie within your practice and to get an up-close look at both the good and the bad while discovering the unsung heroes who make your practice run.
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**10:50 AM – 11:10 AM Morning Break – Visit our Exhibition Hall!**

(CEU) (DR) (CA) (PT)	11:10 AM to 12:30 PM	Dr. Steven P. Weiniger <b>Posture Education and Rehab for Branding and Market Identity</b>	Integrating posture into marketing, patient education and effective rehab is a path for practices targeting opportunities during radical changes in the healthcare system. Posture Principles teach patients common-sense biomechanics, as well as the importance of posture exercise and chiropractic care for performance and successful aging.
(DR) (CA) (PT)	11:10 AM to 12:30 PM	Dr. Dianne Baynes <b>Maximize the Square Footage of Your Office</b>	Have you been considering moving your practice to a new office space or to a new building? Is the current economic environment changing the way you view your current office? Join Dr. Baynes as she takes you on a tour of your practice and shows you how you can improve your efficiency and profitability by maximizing the value of each square foot in the space you are in right now.

**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. Mark Sanna and The Breakthrough Coaching Team <b>The Laws of Life</b>	Our stay on this planet is a brief one. We have the opportunity to leave the world a better place than we found it through how we live our lives. One way to accomplish lasting improvement is to master the Laws of Life. Join us in this commitment session as we put it all together!
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