


Welcome!

**Practice Management,
Leadership and Marketing
Training**

**A Practical MBA Program for
Chiropractic And Healthcare
Business Owners and Their
Managers**

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Lesson 1 – Orientation and Overview

Lesson 2 – Marketing and Production
Business Basics 1. The Practice Business Cycle

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Lesson 1. Who are we?



The first American Astronauts.
(from the movie, The Right Stuff)


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Lesson 1. Who are we?

- Healthcare. You want to help others get better.
- Healthcare that is not run by corporations. Not “conventional.”
- Independent business.

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**Lesson 1. Pioneers. Adventures.
The Crazy Ones!**

Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes.

While some see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.
(Apple Marketing Campaign, 1997)

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**Lesson 1. Pioneers. Adventures.
Independent Business and Healthcare**



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First Chiropractic Adjustment Day! September 18, 1895





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Lesson 1. Pioneers. Adventures. The Crazy Ones!

There has never been, and is not currently, an intensive training program for practice managers in chiropractor or alternative health care clinic.
You, and we are the first.

You will learn how to:

- Improve the income in your business
- Improve the quality and quantity of services
- Create a happier workplace

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Lesson 1. Pioneers. Adventures. The Crazy Ones!


YOU ARE THE CATALYST, the change maker, the leverage point that will help the rest of the office reach its goals.

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THE SUPER MANAGER

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Lesson 1. ORIENTATION AND OVERVIEW

WHY THIS PROGRAM

- **THIRTY-FIVE YEARS**, from Van Ness Avenue, Chiro-Health Chiropractic Care Centers, and Petty Michel & Associates
- **THE ROLE OF MANAGEMENT** is not understood or its tremendous value appreciated. Seminars and speakers teach Leadership, marketing, innovation, and motivation these get the attention. Management does not.
- **MGTDJ**. Behind the scenes, off the stage, Management Gets The Job Done. Behind the scenes that keep the statements going out, bills paid, claims sent, calls answered, marketing procedures continued and marketing projects completed, schedule maintain, team members cared for, patients cared for, payment and scheduling arrangements agreeably made with patient, and a thousand other details followed through each week.

Without good management, a practice will never reach its goals.

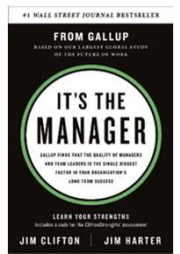
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Lesson 1. ORIENTATION AND OVERVIEW

And I am not the only one saying this:

"Based on our largest global study of the Future of Work, Gallup finds that the quality of managers and team leaders is the single biggest factor in your organization's long-term success."



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95% capacity
More revenue and income.
More patient referrals.
More fun.

Barriers to growth and happiness

50-60% capacity. (Unrealized potential.)
Not enough revenue
Patients could be happier.
Staff and doctors could be happier.

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95% capacity
More revenue and income.
More patient referrals.
More fun.

Barriers to growth and happiness

Barriers to growth and happiness

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Lesson 1. ORIENTATION AND OVERVIEW

How the program works. 11 with separate lessons in each class, recorded video, practical assignment to download, tech your doctor well, call and give tips to colleagues, Practice Manager Community, MBA Spaces, Practice Manager Club Spaces. When in doubt, contact Linda.

Information presented sourced.
From my own observation and study.
From the research of other management scientists.
And from each of you.

Learning methods.

- o Learn by listening, reading, and looking at slides.
- o Learn by doing practical assignments.
- o Learn by teaching your doctors.
- o Learn by sharing with your colleagues.
- o Cooperative Coaching

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Lesson 1. Goal Driven Training

INFORMATION
Presentations, Books, Studies
1st hand observation

Personal
Study – Diagram – Reflect – Question

With Training Partner
Discuss – Coach – Quiz – Practice

With Clinic Director
Teach – Get quizzed

With Colleagues
Discuss and Share

Improved Outcomes

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Lesson 1. Goal Driven Training

The purpose of training and learning is to help you achieve a better result and ultimately, a better life.

Your value to a business and customers is hinged on the service you provide and the outcomes you can deliver. The more competent you are, the better your ability to produce superior results.

Scale of Competence

- Unconsciously Competent
- Consciously Competent
- Consciously Incompetent
- Unconsciously Incompetent


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Lesson 1. Goal Driven Training


Obstacles to Learning

- 1. Know it all.** There is a Japanese term called Sho Shin. It means Beginners Mind.
- 2. Learning takes work.** Training requires effort and discipline. It may be uncomfortable. You may become disappointed or discouraged when you don't understand something or can't do a procedure well. It may take extra study or practice, and you may have to give up some time off.
- 3. Lose track of the goal.** It is possible to get lost in the learning process and lose focus on the outcome and reason for studying.
- 4. Information and application.** You can get one-sided, spending too much time on understanding the information and not enough time working on the practical application. Conversely, if all you do is work on an application, you will miss some of the principles behind the procedure. Both are needed: information and application.

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Lesson 1. Goal Driven Training




The Learning Pyramid

Our approach to learning weighs heavily on practical application. Here are the typical percentages of skill and knowledge acquired associated with each method:


1. Lecture: 5%
2. Reading: 10%
3. Audio-Visual: 20%
4. Demonstration: 30%
5. Discussion: 50%
6. Practice by Doing: 75%
7. Teaching Others: 90%

In our training, we use all 7 methods.

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Lesson 1. Goal Driven Training



4 Steps of Goal Driven Training

1. Start with a Beginners Mind. Humility. No bias. Be curious. Be humble. Be curious.
2. Determine the Goal. What is the goal of this information?
3. Get the information. There are many sources including books, experienced experts, presentations, and videos.
4. Test and apply the information.
 - See if it makes sense to you, and if so how. If not, maybe dig deeper. Reflect...
 - Get curious about it and research it if you want. Consider past examples. Discuss with colleagues. Connect what you learned to real life. See how to apply it.
 - Get quizzed and challenged on how to apply the information.
 - Practice the procedure and or role-play with another.
 - Make it your own, and integrate it with your growing expertise.
 - Teach it. (Teach is to learn twice.)
 - Document for future reference and continue to learn.

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Lesson 1. Goal Driven Training




Cooperative Coaching


Help each other learn and apply the information.

1. Challenge each other.
2. Discuss the subject.
3. Quiz each other.
4. Practice a procedure.

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Lesson 1. ORIENTATION AND OVERVIEW




Phase 1: Relief Care

If you're in pain when you come to our office, the first objective is to help you feel better. Depending on the severity of your problem, it is typical to need care 2-3 times per week for 4-12 weeks.



Phase 2: Corrective Care


During the corrective care phase, muscles and other tissues are allowed to heal more completely, which helps prevent future injury and discomfort. Depending on the overall health and severity of your problem, we will determine how many treatments are necessary.



Phase 3: Wellness Care

Once your body has fully healed, periodic adjustments will help ensure stability and avoid future injuries. Usually, this only requires a quick visit to the Chiropractor 1-4 times per month, depending on your lifestyle and personal goals.

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Lesson 1. ORIENTATION AND OVERVIEW


Curriculum Overview

SECTION 1. PRODUCE AND EXCHANGE (4 Weeks)
Phase 1 is a boot camp. The brutal facts of any business always come down to production and marketing. Understanding and accepting this reality is the first step to business leadership, management, and marketing. This phase takes the student from the level of employee to stakeholder who understands the urgent necessity of monthly production requirements. It also gives them the essential tools to manage a business.


SECTION 2. STRENGTHEN AND IMPROVE (4 Weeks)
Phase 2. However, the business must constantly improve and strengthen to sustain and increase production. During this phase, the student will learn tools and procedures that support the doctors and service providers. They will become familiar with enhancing individual and team performance and practice with other managers to upgrade their skills.

SECTION 3. INTEGRATE AND LEAD (4 Weeks)
Phase 3. Finally, a business needs more than management – it needs work that has meaning, an enjoyable workplace, happy team members, and a purpose to achieve. In the long-term, this keeps a business more profitable and less stressful for everyone. This section covers how to develop personal power and create a unified team of leaders to achieve the practice goals.

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Lesson 1. ORIENTATION AND OVERVIEW



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