





July 2018 Seminar Agenda



	- BRADY ROOM
	- TRAMMEL ROOM
	- SALON 4
	- SALON 5
	- DODD



THE HOTEL
AT AVALON
ALPHARETTA CONFERENCE CENTER



Friday, July 27th, 2018 - Morning

Location: 9000 Avalon Boulevard, Alpharetta, GA 30009

BRADY ROOM

Reuven Lirov, CPC

National Billing Consultant and Certified Professional Coder

Time

9:00AM - 12:00PM

Seminar

- *Insurance Trends – Should I accept insurance patients?*
- *The Vericle Workbench – Save exactly 50% of billing time with these tips and tricks*
- *Ideal Billing – Structure, flow, and quality control that creates 90+% collection rates on over \$500M in claims*

SALON 4

Dr. Steve Peyroux

Sales Training

Time

9:00AM - 12:00PM

Seminar

- *The anatomy of a 7-figure cash program*
- *Solutions to handle any patient financial situation*
- *Logistics training and selling \$10,000 Care Plans*
- *The system that creates patients who show up, pay and refer your service.*

TRAMMEL ROOM

Dr. Brent Detelich

Speaker Training

Time

9:00AM - 12:00PM

Seminar

- *Mastering the fundamentals of Public Speaking*
- *Closing 110% of your audience*
- *The 3 most important parts of any lecture*
- *Becoming a trusted authority on Regenerative Medicine*
- *How to motivate your audience to take action*

▶ GUEST LUNCHEON 12:00PM - 1:00PM

Friday, July 27th, 2018

Location: 9000 Avalon Boulevard, Alpharetta, GA 30009

► **LUNCH** 12:00PM - 1:30PM

TRAMMEL ROOM

Julie Thorne, N.P.
Medical Training

Time
1:30PM - 5:00PM

Seminar

- Perform precision injection procedures for regenerative medicine treatments in a 3-hour injection lab
- Evaluate and qualify regenerative medicine patients for excellent outcomes
- Treat soft tissue dysfunction through homeopathic injection protocols
- Prepare platelet rich plasma for musculoskeletal, topical and cosmetic procedures

SALON 4

Dr. Andy Barlow, D.C.

Board Certified Chiropractic Neurologist, Fellow of the American College of Functional Neurology, Founder of the Functional Neurology Institute (AFNIseminars.com), Lead U.S. instructor for the Trigenics Institute (Trigenics.com), In private practice, Chiropractic Neurology Center of Tupelo, Integrated with Physicians Business Solution, July 2018

Time
1:30PM - 3:00PM

Seminar

- How to optimize the recovery of patients suffering from peripheral neuropathy.
- One test I use to assess the viability of the L-5 superficial peroneal nerve to rule a patient in or out of care in 2 minutes.
- How to perform a functional neurological exam on a peripheral neuropathy patient.
- Wow them with your neuro exam.
- How Exercise With Oxygen Therapy (EWOT) can improve nerve/brain function.
- Is numbness, tingling, pins and needles in your feet a large diameter afferent problem, or a decrease frequency of firing of the Parietal Lobe or Both. Learn how to test and treat both.
- ROF
- Care plan / case fee
- Home unit use

Dr. Steve Peyroux

How to Increase Your Revenues by \$1 Million or More

Time
3:00PM - 4:00PM

Seminar
PBS Programs & Marketing

Lori Allen

Grow Your Practice, Increase Your Revenue and Develop the Ultimate All-Star Administrative Team

Time
4:00PM - 4:30PM

Ken Hogan

This session is focused on what drives success in digital marketing. Hear industry insights and best practices that are critical to consistent digital marketing results.

Time
4:30PM - 5:30PM

- The importance of the customer journey
- Measuring metrics that matter
- Understanding when the practice is ready for digital marketing

Saturday, July 28th, 2018 - Morning

Location: 9000 Avalon Boulevard, Alpharetta, GA 30009

BRADY ROOM

**Evan M. Gwilliam, DC MBA BS CPC
CCPC CPC-I QCC MCS-P CPMA
CMHP AAPC**

National Healthcare Billing & Compliance Expert, Certified Professional Coder, Certified Healthcare Compliance

Time

9:00AM - 12:00PM

Seminar

- *The 3 Most Expensive Mistakes Made in Integrated Clinics: Compliance, documentation, & billing.*
- *No one becomes a health care provider because they enjoy these administrative tasks. Mistakes in these areas can cost your clinic thousands of dollars every month.*
- *Find out how to make sure that you document and bill the right way, all the while staying compliant to government and payer regulations.*
- *Learn to lift the cloud so that you finally see clearly about what it is payors expect.*
- *Where to find the rules and how to follow them with confidence.*
- *Avoid these billing and compliance pitfalls*
- *Get compliant with government and payor regulations*
- *How to identify HUGE gaps in production and collections*
- *Maximize your collections through proper billing*
- *Avoid red flags that cause audits*
- *Understand what payors expect and implement a compliance plan with confidence*
- *Billing the most common scenarios in physical medicine*

TRAMMEL ROOM

Julie Thorne, NP
Integrated Medical Services Delivery Expert

Time

9:00AM - 12:00PM

Seminar

- *New Patient Forms & Exam, DME & Treatment*
- *Regenerative Medicine*
 - PRP
 - Stem Cell
 - Bone Marrow
 - Amniotic
 - Adipose Derived Procedures
- *Clinical certainty for Medical Providers*
- *Clinical excellence in Physical Medicine*
- *Ordering services with confidence and certainty*
- *Holistic treatment protocols for the most common conditions in Physical Medicine*
- *Medical Training on Documentation & Protocols for:*
 - Weight Loss
 - Hormone Therapy

SALON 4

**Regan Archibald
LAc, Dipl OM, CSSAc**
Functional Medicine Expert, Healthcare Entrepreneur, Prolific Speaker and author of "Your Health Transformation" and Healthcare on Purpose"

Time

9:00AM - 10:30AM

7-Figure Formula with Functional Medicine

Dr. Andrew McGillicaddy

Time

11:00AM - 12:00PM

Seminar

- *Why bone marrow should be the cornerstone of any regenerative medicine practice.*
- *How bone marrow is synergistic with other biologics such as amnion and fat.*

Saturday, July 28th, 2018 - Afternoon

Location: 9000 Avalon Boulevard, Alpharetta, GA 30009

BRADY ROOM

Lori Allen, BS MBA
*National Consultant,
Speaker, Author and
Practice Management
Expert*

Time

1:30PM - 5:00PM

Seminar

- Know who and how to hire the perfect administrative staff member
- Understand the importance of training and how to train effectively
- Increase your volume and revenue with proven administrative systems
- Turn your front desk into an efficient, effective and profitable machine
- Create a customer service culture of excellence

TRAMMEL ROOM

Julie Thorne, NP
*Integrated Medical Services
Delivery Expert*

Time

1:30PM - 5:00PM

Seminar

- New Patient Forms & Exam, DME & Treatment
- Regenerative Medicine
 - PRP
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 - Bone Marrow
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 - Adipose Derived Procedures
- Clinical certainty for Medical Providers
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- Ordering services with confidence and certainty
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- Medical Training on Documentation & Protocols for:
 - Weight Loss
 - Hormone Therapy

SALON 4

Bruce Bertman
National PRP and Stem Cell Marketing Expert

Time 1:30PM - 2:15PM

Seminar

- The best PRP kits and why
- New regulations and standards for PRP kits
- Insurance reimbursement for PRP treatments
- Marketing PRP hair loss, Impotence, & female sexual wellness
- PRP consultants website - over 4,000 request for treatment per year. How do you enroll?

Garrett Gunderson

Author "What Would the Rockefellars Do? + Killing Sacred Cows"

Time 2:15PM - 2:45PM

Seminar

- How Dr. Brent made over \$50k on a \$2500 investment
- How Dr. Brent added over 3mil in personal value with the money he saved on taxes this year
- Secrets to keeping your money and decreasing your taxes

► **BREAK** 2:45PM - 3:00PM

Dr. Jason Weigner, DC & Mark Luckie

National Weight Loss Consultant, Servicing Over 30,000 Patients, CMO of The Slim Co.

Time 3:00PM - 4:30PM

Seminar

- The synergy of MWL and HRT
- Low maintenance, effective and profitable HRT Services
- Targeting for marketing success
- Increasing conversions from lead to close
- Product sourcing
- How to add 20-50 new patients to your clinic every month
- Low-maintenance, effective weight loss protocols your staff can run
- Eliminating patient compliance concerns with home therapies
- Training your staff to convert leads into happy patients

Larry Berg

Marketing Stem Cells

Time

4:30PM - 5:00PM