

OUTLINE

LECTURE TITLE: 5 Opportunities to Optimize your clinics success in 2020

LECTURER: Sherry McAllister, M.S.(Ed), DC, CCSP

LECTURE LENGTH: 2 CE Hours

MODE OF PRESENTATION: PowerPoint Presentation and current research review

LECTURE CONTENT:

- This course will offer 5 topical areas to focus your 2020 clinical outreach.
- The speaker for this presentation will cover research exploring how chiropractic care can address many of the current challenges that create increased spending, decreased patient satisfaction and higher risk to the patient.
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Topics of discussion include:

0-20 Minute Review:

- a) Influence of Research in the National Forum
- b) Regional Impact - Airing of NCC Public Service Announcement

20-40 Minute Review:

- a) Opioid Epidemic Impact
- b) Influence of Opioids on Your Practice

40-60 Minute Review:

- a) Veterans and Active Military
- b) Current Research
- c) Value of Chiropractic for Veterans

60-80 Minute Review:

- a) Research in Posture
- b) Value of Chiropractic for Posture

80-100 Minute Review:

- a) Current Climate for Chiropractic in the Corporate Environment
- b) Trends Occurring in Wellness
- c) Value of Chiropractic in Corporate Environment

100-120 Minute Review:

- a) Research on Low Back Pain
- b) Value of Chiropractic for Low Back Pain