

How to build an exceptional Chiropractic practice with a 5- Star Team

Instructor: Dr. Irum Tahir, DC

Duration: Part I: 1 hour

Part II: 1 hour

Course description: This course will focus on first, the foundations of an efficient, effective, profitable, and automated practice and secondly, strategic steps on building the best Chiropractic practice in your city where patients stay, pay, and refer. In Part I of this energizing workshop that will benefit the CA, Chiropractor, and Chiropractic teams, Dr. Tahir will discuss **WHY** it's so important to have a rock star team where each department works cohesively. Dr. Tahir will show you how to create a positive and vibrant practice culture that draws community *into* your office. In this workshop class we will be determining your values as a practice, and the importance of a clear vision and mission to unite your team. We will also discuss roles and responsibilities in all areas of the business, from the front desk and clinical CA's to the billing department, Associate Doctors, and Lead Doctor. You will learn how each of these parts of the practice need to individually be motivated, incentivized, and focused working together as an amazing team to create the practice of your dreams.

Part II of this class will consist of proven business strategies that will lay the foundation to build the best Chiropractic practice in your city. We will be using a workshop method to evaluate the brand, marketing, and business development of attendee's practices. In the public's eyes, there is nothing that distinguishes your practice from that of your competitors or even Physical Therapists. Dr. Tahir will discuss and workshop how to identify your specific niche and understanding your ideal patient in order to draw New Patients into your practice as an expert in your community. There will be a special focus on creating solid streams of referrals from professionals including MD's and how to set yourself apart from others.

This presentation is not to miss if you are a CA, solo provider, or have a large Chiropractic team; this engaging workshop style presentation will be sure to give you tactical steps immediately for your specific needs that will take your practice to the next level of success while creating what you truly love.

Course objectives: The objectives of this class are to help attendees understand the importance of a strong foundation in their practice in terms of the team that operates the practice. The team must be rock solid in all aspects of practice, including billing, front desk CA, Clinical CA, Associate and Lead Doctors in order for the practice to effectively and efficiently grow and succeed.

The objectives in the second portion of the course are to share and implement specific business strategies and methods in helping Chiropractors lay the foundation to grow their practice to be the largest in the city in which they live. There will be a focus on marketing, branding, and creating streams of referrals from professionals.

Course Outline: PART I

1-15 Mins:

- Introduction of Dr. Tahir and the WHY of Chiropractic Practice,
- The foundations of an efficient, effective, profitable, and automated practice
 - How we will first be building the rock star team so that we can secondly build the best practice in your city
 - Introduce the concept of WHY it's so important to have a rock star team in the Practice where each department works cohesively.
 - Nothing happens without the team
 - What happens when we do *not* have a rock-solid team behind us in practice
 - Issues with a fragmented, scattered, overwhelmed or negative practice that can affect the practice as a whole and patient care
 - Intro to Creating a practice culture: Ground rules of the practice and that is extended to all individuals who come into the fold of the practice

16-30 Minutes:

- How to create a positive and vibrant culture at the practice that draws community
- Importance of Creating a clear and powerful Vision
 - What having a powerful vision means and how to motivate your team to stand behind that vision
 - Ways to continue to touch upon the vision on a regular basis to unite the team
 - How to determine your values as a practice- *exercise with the audience*
 - Concept of how to create a mission statement so that your team and community understand the greater mission of your business

31-50 Mins:

- **Roles and Responsibilities of each part of the practice and how to incentivize each of these departments**
 - Roles and Responsibilities of the Lead Doctor
 - Roles and Responsibilities of the Associate Doctors
 - Roles and Responsibilities of the Billing Department
 - Roles and Responsibilities of the Front Desk CA
 - Roles and Responsibilities of the Clinical CA
- These responsibilities must be documented into a policy and procedure manual, this is the playbook, and it is a necessity in practice

51-60 Mins:

- Basis of any Practice must be phenomenal patient care
 - Introduce the Second part of the class
 - Tie everything that was taught together and how it will Segway into the Part II- Forecast Part II
 - Conclusion

How to build an exceptional Chiropractic practice with a Superteam

Course Outline: PART II

1-15 Mins:

- Introduction of Dr. Tahir
 - Recap of Part I, building a rockstar team so that we can have an excellent foundation to build the largest practice in your city
 - Touch upon the concept of WHY it's so important to have a rock-solid team in the Practice; Nothing happens without the team, and you need a great foundation to build upon
- Introduction of having the best practice in your area: an EXCTING WHY! Help them come up with why this is so important to THEM
- How to create a SMART goal for themselves - *exercise with audience*

16-30 Minutes:

- Introduce the pain points they have: lack of organization, possible negative attitudes in practice, always exhausted finding new patients, finding events and screenings to do on a regular basis, living paycheck to paycheck in their practices with income (feast or famine concept). The general public also has no idea the differences between your practice and other Chiropractors in your area, or even Physical Therapists.
- How to streamline your practice – the answer is automation and policies and procedures as well as regular team meetings and performance reviews to find out where the issues may be in the practice.

31-50 Mins: Creating an unending patient base: identifying your niche

- How to become the expert and known authority in your area via branding and marketing: Take a look at your website, your messaging, your business cards- *partner exercise possible to look at it together and give feedback*
- Determining ideal condition vs. ideal client – *exercise with audience*
- Why it is important to have a solid relationship with MD's and other healthcare providers in order to collaborate and how to have discussions around your practice niche

- What distinguishes you apart from other Chiropractors and even physical therapists in the eyes of the public? How do you create your niche and maximize your potential with the niche you choose?

51-60 Mins:

- Tie everything that was taught together with Part I and Part II
- Conclusion