

DR. R. JAY SHETLIN, DC

KEYNOTE SPEAKER | AUTHOR | CHIROPRACTIC PHYSICIAN
BUSINESS COACH | PRESIDENT, THE WHIPLASH GROUP

REAL-WORLD EDUCATION. LASTING IMPACT.
TOOLS YOUR PRACTICE (AND CAREER) CAN USE TOMORROW.

Dr. R. Jay Shetlin is a keynote speaker, author, chiropractic physician, and business coach who has spent more than two decades helping healthcare professionals improve patient outcomes, strengthen practices, and live with greater purpose.

Having lived and practiced in the United States, Asia, and Europe, Dr. Jay brings a unique global perspective on health, communication, leadership, culture, nutrition, and patient care.

As President of **The Whiplash Group**, he trains doctors and attorneys across the country in personal injury care, documentation, ethics, interprofessional communication, and practice success.

The author of eight books, Dr. Jay blends practical education, memorable stories, humor, and real-world experience to keep audiences engaged and send them home with ideas they can immediately use.

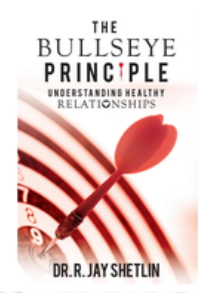
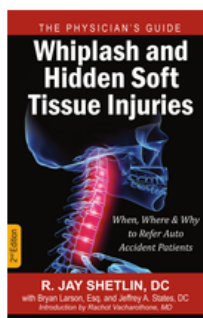
*Income is
a byproduct
of service,
so serve
outstandingly.*

- DR. JAY SHETLIN

POPULAR PRESENTATIONS & CE PROGRAMS

- 1 Personal Injury 10-Hour Certification Course**
Comprehensive med-legal training for MDs, DCs, PTs, and attorneys.
- 2 Cash and Personal Injury Congruency**
Day 1 and Day 2 procedures, protocols, and paperwork for the doctor elite.
- 3 Profit Centers and Exit Strategies (Non-CE)**
Success through service in practice today, with a plan for tomorrow.
- 4 Personal Injury and the Pediatric Patient**
Recognizing, documenting, and appropriately managing the often-overlooked pediatric MVC patient.
- 5 The Trust Builder**
Ethical marketing inside-out, outside-in.
- 6 Office Ethics: First Do No Harm**
Building ethical decision-making into patient care, documentation, billing, and office systems.
- 7 Chiropractic Business 101**
From student to vested practitioner: building the business foundation they didn't teach you in chiropractic college.
- 8 Motor Vehicle Collision (MCV) Physics, Injury, and Research-Base Chiropractic Care**
Understanding crash dynamics, injury mechanisms, and evidence-informed chiropractic management for optimal patient outcomes.

FEATURED BOOKS



ADDITIONAL TOPICS AVAILABLE: Documentation That Tells the Story • Ethical Billing • Med-Legal Communication • The Referral Magnet
Public Speaking for Practice Growth • The Healthy Doctor • From Burnout to Balance • Leadership • Legacy • And More!

*Let's Build a Stronger
Future for Chiropractic.*



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*Let's
Connect!*