FROM SURVIVE TO THRIVE:

CREATING A VALUE-BASED PRACTICE:

Linking Chiropractic Standards of Care to Coding and Documentation

Program Description

Whether you are on **Day 1 of practice or entering the final years of your career, the best time to build practice value is now.** Every clinical, coding, documentation, and business decision you make today has the potential to strengthen the practice you are building and increase its value and the opportunities available to you in the future.

From Survive to Thrive connects Chiropractic Standards of Care to coding and documentation, demonstrating how everyday clinical decisions can intentionally create a practice that is clinically excellent, financially sustainable, organized, compliant, and transferable. Participants will explore the difference between a **doctor-driven practice**, where knowledge, relationships, and success depend heavily upon the owner doctor, and a **systems-driven practice**, where clinical excellence and business operations are intentionally organized, documented, teachable, reproducible, and capable of continuing beyond them.

The power is in the systems. Systems transform clinical excellence, coding, documentation, and business processes into something that can be consistently delivered, measured, taught, reproduced, and improved. They create value throughout the entire Professional Life Cycle, whether you are preparing to **Join, Start, Grow, Replicate, or Retire.** Strong systems reduce dependence on any one doctor, support growth and replication, strengthen transferability, and increase the value of what you are building.

The result is a practice that serves you and your patients today while **building value, creating opportunities for growth and replication, strengthening future transferability, and expanding your options for whatever comes next.** If and when the time comes to transfer the practice, those same systems can help attract a successor, prepare the next generation for success, and preserve the legacy you worked a lifetime to create.

Hour 1: Clinical Excellence, The Foundation of Practice Value

Practice value begins with how you care for patients, but lasting value requires creating clinical systems that can succeed beyond you. Hour 1 connects Chiropractic Standards of Care to patient-specific treatment planning, therapeutic necessity, frequency and duration of care, measurable outcomes, reevaluations, and Maximum Therapeutic Benefit. Participants will explore how these principles strengthen clinical decision-making while transforming the doctor's knowledge and clinical processes into consistent, teachable, reproducible, and transferable systems of care.

Positioning a practice to succeed beyond any one doctor begins with building strong systems. Whether preparing to **Join, Start, Grow, Replicate, or Retire**, the objective is the same: **intentionally build clinical excellence into systems that strengthen the practice today, increase its value throughout your career, create greater opportunities for the future, and prepare the next generation to succeed.**

Hour 2: Turning Clinical Excellence into Lasting Practice Value

What you build today can strengthen the value, opportunities, and choices you have tomorrow. Hour 2 connects Chiropractic Standards of Care to coding and clinical documentation, demonstrating how the care delivered, services reported, outcomes achieved, and clinical documentation work together to demonstrate and protect practice value. Participants will explore how accurate coding, defensible documentation, measurable outcomes, and sound clinical systems can strengthen reimbursement, reduce risk, improve financial transparency, and reduce dependence upon the owner doctor, creating a practice another doctor can confidently understand, assume, and continue.

For the new chiropractor, this means building a systems-driven practice from the beginning.

For the veteran chiropractor, it means transforming years of knowledge, experience, and success into systems that strengthen the practice today and prepare it for the future.

For both, it means building a practice that succeeds today, increases in value throughout their career, creates greater opportunities and choices for the future, and is better positioned, when the time comes, to attract a successor, prepare the next generation for success, and create a legacy worth continuing.