



Lecture Topics and Marketing Summaries

Leadership

“Leadership Innovation: Kick Ass Strategies for Organizational Excellence.”*

Leadership styles and their associated effectiveness have gone through a massive evolution, and will continue to advance. This interactive session will focus on implementing the most innovative and effective leadership concepts of the 21st century. Mission-critical content from best-selling authors like Jim Collins, Gary Hamel, and Daniel Pink will be interwoven with the practical applications from business gurus and entrepreneurs, including the CEO and CCO (Chief Culture Officer) from Zappos, Tony Hsieh and Robert Richman, and former 1800-GOT-JUNK Chief Operating Officer, Cameron Herold.

Leaders in attendance will first be surveyed to discover their own leadership style. After setting organizational goals for the coming year, they will work through the process of understanding how to maximize their styles to achieve their desired results. The mix of concept and application will give organizational leaders not only the ammunition, but also the “guns” to hit their targets.

“Overcoming the Five Dysfunctions of Chiropractic”

This advanced session reviews the landmark leadership and risk management book, Five Dysfunctions of a Team, by leadership guru, Patrick Lencioni. In this book, it describes the risks and challenges of staff not engaging as a team in the most effective manner. This inefficiency and ineffectiveness in the healthcare setting can lead to a poor operational result and affect clinical quality, patient outcomes and patient satisfaction and loyalty – all elements that are critical in this new era of value-based healthcare. Dr. Greenstein has taken the Lencioni framework and modified it to chiropractic so doctors can learn what dysfunction looks like, assess the areas of risk, and then provide a working plan to overcome those dysfunctions. It is a lesson in patient-centered leadership, and ensuring doctors of chiropractic ensuring can build their own teams, and the team of chiropractic to deliver the best clinical care, at the lowest cost and at the highest levels of patient satisfaction and loyalty.

- 1. Risk assessment of the rapid rate of change in technology and healthcare***
 - a. Results of the Palmer College of Chiropractic study on patient and the public perceptions of chiropractic*
 - b. Risk assessment of the Five Dysfunctions of a Team*
- 2. Discussion of the Five Dysfunctions of Chiropractic***
 - a. Break-out sessions on the Five Dysfunctions*
 - b. Its impact on outcomes, cost, and patient satisfaction and loyalty*
- 3. Discussion of how to overcome the Five Dysfunctions of Chiropractic***
 - a. Break-out sessions on the Five Dysfunctions*
 - b. Its impact on outcomes, cost, and patient satisfaction and loyalty*
- 4. Specific action items***
 - a. How do overcome Five Dysfunctions to reduce risk in a chiropractic office*
 - b. How to overcome Five Dysfunctions to reduce risk to the chiropractic profession*

Healthcare Reform

“Healthcare Reform: How To Stake Your Claim and Thrive in a Sea of Change”

Healthcare Reform and How To Stake Your Claim: Healthcare is rapidly changing. With the passage of national healthcare reform, there are many new components of the healthcare system. This webinar will help doctors navigate not only the new lingo, but also help them understand how to maximize integration into the new systems.

- 1. Healthcare reform purpose: Greater Access, higher quality, higher patient satisfaction, lower costs*
- 2. Insurance Exchanges: Navigation access for purchasers of benefits*
- 3. Essential Benefits*
 - a. 10 categories of clinical benefits*
 - b. Implementation challenges, compliance with third party administrators*
 - c. Clinical integration background for essential benefits*
 - i. Clinical efficacy of chiropractic care studies*
 - ii. Clinical guidelines*
 - iii. Cost effectiveness of chiropractic care studies*
- 4. New healthcare delivery models – Integrated practice units*
 - a. Definitions of Accountable Care Organizations*
 - b. Definitions of Patient Centered Medical Homes*
 - c. Clinical studies supporting integration of chiropractic into new delivery models*
- 5. Emerging payment models*
 - a. Fee for service vs. Value based payments*
 - i. Standardized Outcome Assessment Tools (Oswestry, NDI etc.)*
 - ii. STarT Back Tool (Predictive Model of Complexity)*
 - iii. Patient Activation Measure*
- 6. The use of research to support care case management*
 - a. Evidence-based clinical algorithms for acute and chronic spine care*
 - b. Research database access to identify relevant clinical studies*
- 7. Improving patient satisfaction to improve case outcomes*
 - a. Key factors that drive patient satisfaction*
 - b. Methodological continuous improvement*
- 8. Technology platforms to support coordination of care amongst healthcare providers to improve outcomes*

“Achieving the patient centered approach of Triple Aim for value based healthcare”

Competition is fierce in the 21st Century and only those practice leaders who understand what it takes to deliver remarkable patient clinical experiences will thrive in this new era of healthcare. This course will teach you how to build out the right infrastructure for your practice to deliver clinical experiences that exceed your patients’ expectations and turn them into raving fans! Building out methodologies that will create high levels of patient engagement and satisfaction, critical elements of healthcare delivery, will ultimately drive better outcomes for patients.

- 1. Triple Aim of Healthcare – understanding the scientific literature demonstrating that chiropractic is positioned to ensure clinical quality, patient experience, and lower costs.*
- 2. The Importance of Improving patient satisfaction to improve case outcomes*
 - a. New models of measuring patient engagement and their tie into clinical outcomes*
 - b. CAHPS surveys and the Agency for Healthcare Research and Quality measures*
- 3. Key factors that drive patient satisfaction*
 - a. Employee Engagement*
 - b. Understanding values and expectations*

4. **Steps to Build Patient engagement**
 - a. **First Who, then what**
 - b. **Infrastructure to ensure an engaged team for patient care**
 - c. **Survey, survey, survey**
 - d. **Human Sigma and Gallup**
5. **Standardized outcome assessment forms to predict patient engagement and case complexity**
 - a. **STaRT Back**
 - b. **Patient Activation Measure (PAM)**
6. **Methodological continuous improvement**
 - a. **Kaizen – a lesson from Toyota**
7. **Technology platforms and innovations to support care and improve patient outcomes**

Clinical Guidelines

“Fight Back with Clinical Guidelines!”

The Use of Clinical Guidelines to Fight Insurance Company Abuse. Insurance companies and their associated third party administrators are managing utilization for our patients. Understanding the evidence based guidelines will help you fight back when you get an unfair denial for the care you are delivering for your patients. We will examine specific case studies to help walk you through the steps to fight unfair denials.

- a. ***Understanding the background of the acute and chronic care spine guidelines***
- b. ***Understanding the clinical treatment algorithms and how to download the apps on your smart devices (tablets, phones)***
- c. ***Understanding real life case examples and how to apply the clinical evidence to fight insurance company abuse***
- d. ***Understanding the impact that guidelines have on patients, providers, physician community and policy makers and how to leverage those guidelines to create positive change***

Practice Growth

“How to Create Raving Fan Patients”

Competition is fierce in the 21st Century and only those business leaders who understand what it takes to deliver remarkable experiences will thrive in this new economy. This webinar will teach you how to build out the right infrastructure for your practice to deliver experiences that exceed your patients’ expectations and turn them into raving fans!

- a. ***Understanding the principles of a strong practice infrastructure***
- b. ***Understanding the connection between employee engagement and customer engagement***
- c. ***Understanding and answering the four key questions to creating raving fans***

“Grow Your Practice with the Entrepreneurial Operating System (EOS)®”

Learning the Entrepreneurial Operating System (EOS): During this seven module course, you will gain the knowledge and implement the basic steps of the EOS®. This system, developed by author and business guru Gino Wickman, provides the perfect strategy to create core business fundamentals for your practice. Application of these fundamentals will allow you to build a strong practice with clearly identified strategies to overcome obstacles and achieve your business goals. These webinars will be completely interactive where you will work on building your practice as we progress through the seven modules. This course is ideal for new practitioners and established ones alike, as long as you are committed to taking your practice to the next level.

- 1. Module 1: EOS Defined – Learning Objectives**
 - ✓ ***Understand the Six Elements of EOS***
 - ✓ ***Learn the fundamentals of application of the six elements of EOS®***
 - ✓ ***Learn the tools needed to apply the six elements of EOS®***
- 2. Module 2: Creating the Vision for your perfect practice - Build your practice Vision Traction Organizer**
 - ✓ ***Understand your core focus***
 - ✓ ***Establish 1, 3 and 10 year targets***
 - ✓ ***Begin to clarify your marketing strategy***
 - ✓ ***Begin to create goal plans***
 - ✓ ***Leverage technology to keep track of your goals***
- 3. Module 3: Right people, right seat**
 - ✓ ***Learn the concepts of right people, right seat***
 - ✓ ***Review People Analyzer – Values vs Performance***
 - ✓ ***Build your Accountability Chart***
- 4. Module 4: Building Your Data**
 - ✓ ***Understand leading and lagging metrics***
 - ✓ ***Create practice scorecard***
 - ✓ ***Create accountability by position for measurable***
- 5. Module 5: Overcoming Issues**
 - ✓ ***Building out your practice and departmental issues list***
 - ✓ ***How to quickly and efficiently solve issues through the IDS***
 - ✓ ***How to leverage technology to keep track of your progress***
- 6. Module 6: Strengthening Process**
 - ✓ ***Clarify the 20% of the processes that do 80% of the work***
 - ✓ ***Learn solutions to document processes***
 - ✓ ***Ensure the right process is followed by all***
- 7. Module 7: Creating practice traction**
 - ✓ ***Learn how to set the right type of goals that yield results***
 - ✓ ***Create business structure around meetings that allow for regular follow up and follow through***
 - ✓ ***Tying it all together for practice success***

Today's Doctor of Chiropractic: Expert Clinician and CEO

Insurance companies and their associated third party administrators are managing utilization for our patients. Understanding the evidence based guidelines will help you fight back when you get an unfair denial for the care you are delivering for your patients. We will examine specific case studies to help walk you through the steps to fight unfair denials.

- a. Understanding the background of the acute and chronic care spine guidelines
- b. Understanding the clinical treatment algorithms and how to download the apps on your smart devices (tablets, phones)
- c. Understanding real life case examples and how to apply the clinical evidence to fight insurance company abuse
- d. Understanding the impact that guidelines have on patients, providers, physician community and policy makers and how to leverage those guidelines to create positive change

Leadership styles and their associated effectiveness have gone through a massive evolution, and will continue to advance. This interactive session will focus on implementing the most innovative and effective leadership concepts of the 21st century. Mission-critical content from best-selling authors like Jim Collins, Gary Hamel, and Daniel Pink will be interwoven with the practical applications from business gurus and entrepreneurs, including the CEO and CCO (Chief Culture Officer) from Zappos, Tony Hsieh and Robert Richman, and former 1800-GOT-JUNK Chief Operating Officer, Cameron Herold. Leaders in attendance will first be surveyed to discover their own leadership style. After setting organizational goals for the coming year, they will work through the process of understanding how to maximize their styles to achieve their desired results. The mix of concept and application will give organizational leaders not only the ammunition, but also the “guns” to hit their targets.

- a. Self-Awareness training
- b. The science of human motivation
- c. First Who, Then What
- d. Evidence-based quantitative process management
- e. The road to continuous learning

Combined content:

Insurance companies and their associated third party administrators are managing utilization for our patients. Understanding the evidence based guidelines will help you fight back when you get an unfair denial for the care you are delivering for your patients. This course will prepare you in understanding the background of the acute and chronic care spine guidelines. The focus will be on examining real life case examples and how to apply the clinical evidence to fight insurance company abuse and also the impact that guidelines have on patients, providers, physician community and policy makers. The goal will be to ensure the doctor of chiropractic knows to leverage those guidelines to create positive change. In addition, we will be delving into the idea of the practice CEO to improve quality and minimize risk to the practice. Leadership styles and their associated effectiveness have gone through a massive evolution, and will continue to advance. This interactive session will focus on implementing the most innovative and effective leadership concepts of the 21st century. Mission-critical content from best-selling authors like Jim Collins, Gary Hamel, and Daniel Pink will be interwoven with the practical applications from business gurus and entrepreneurs, including the CEO and CCO (Chief Culture Officer) from Zappos, Tony Hsieh and Robert Richman, and “Grit” expert, Angela Duckworth. Leaders in attendance will also be surveyed to discover their own leadership style. The mix of concept and application will give organizational leaders not only the ammunition, but also the “guns” to hit their targets.



Outline

Today's Doctor of Chiropractic: Expert Clinician and CEO

The Use of Clinical Guidelines to Fight Insurance Company Abuse. Insurance companies and their associated third party administrators are managing utilization for our patients. Understanding the evidence based guidelines will help you fight back when you get an unfair denial for the care you are delivering for your patients. We will examine specific case studies to help walk you through the steps to fight unfair denials.

- a. Understanding the background of the acute and chronic care spine guidelines
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- d. Understanding the impact that guidelines have on patients, providers, physician community and policy makers and how to leverage those guidelines to create positive change
- d. Risk Management for practicing doctors of chiropractic
 - a. Competency evaluation for practice leaders
 - b. The science of human motivation to improve outcomes
 - c. Staff onboarding best practices to improve quality of care
 - d. Evidence-based quantitative process management
 - e. The road to continuous learning

- ❖ Travel related costs (airfare, transfers, hotel) are to be covered by the organization requesting Dr. Greenstein's attendance.
- ❖ Honorarium and travel related costs can be paid by requesting organization or in partnership with one of Dr. Greenstein's sponsors.
- ❖ Dr. Greenstein's potential sponsors are the following:

Testimonials

"Throughout my diverse professional career, I have coordinated and/or attended countless conventions- international, national, regional- and worked directly with a variety of speakers, ranging from the likes of Ted Turner to Bill Marriott to Colin Powell and many, many others.



I had not heard Dr. Jay Greenstein speak at a convention until his recent presentation at our PCA- Parker 2016 Convention in Pittsburgh. Based on that experience, I easily rank Jay as among the top 5 speakers I have ever witnessed. No doubt whatsoever. Why? Relevancy of his topics and command of subject matter; extremely organized and learner-friendly; engages his audience; well-paced presentation style; solid voice control; excellent balance between speaking and use of audio-visual; timely injections of humor; extensive references; and perhaps most importantly, he tells the audience what he is going to say, reminds the audience of what he IS saying and in the end distills his presentation with a solid summary of what he has told the audience. From start to finish, an exceptional speaker, with an exceptionally provocative and important message."

■ Edward L. Nielsen, M.H.S. Executive Vice President, Pennsylvania Chiropractic Association

"100% of the doctors who attended Dr. Greenstein's leadership session at our Spring 2014 Convention gave it the highest possible scoring for both his speaking ability and the quality of his content... and his energy is second to none. If you want to wake your attendees up, inspire them, give them practical tools they can take back to their offices, and have them leave with a smile, you can't go wrong with Dr. Greenstein. "

■ Julie Connolly, Executive Director, Virginia Chiropractic Association

"I have had the opportunity to listen to Dr. Greenstein speak twice, once at COCSA and once for Washington States midyear conference, about the coming changes in health care and how as Chiropractors we can be active and participating in providing our health services best to our communities. I appreciated the amount of material, the authority with which he shared information, his willingness to provide notes, references and action steps that can be used by the rank and file chiropractor to improve his practice. He is definitely a quality speaker that could teach any health care group. "

■ Dr. Avery N. Martin, immediate past president of Washington State Chiropractic Association

"As Executive Director for the Congress of Chiropractic State Associations, we strive to get innovative, entertaining, knowledgeable and unique speakers for our annual convention. Dr. Jay Greenstein is all of those! His presentation style is energizing and interactive by using a variety of media to engage his audience and communicate his message. Your audience will leave with clear tips and most importantly actionable suggestions on how to implement his session material. He is Terrific!"

■ Amy Hardin, Executive Director, COCSA