

KAIZENOVATE

HEALTHCARE x TECHNOLOGY:

Chiropractic Exponentially: Building the Practice and Profession of the future (aka Chiropractic 2.0 – The Technology Adjustment)

Course Description: We are living in an unprecedented time of massive change – certainly in the world at large, and most definitely, in healthcare. While the last decade has focused on the value-based care proposition, triple aim (really quadruple when you include providers), new delivery models, and new payer models, simmering underneath all of those changes is a growing undercurrent with far greater reach. This soon to be tidal wave has the potential for both positive and negative impact. Rapidly evolving technologies – artificial intelligence, deep machine learning, blockchain, cloud computing, the Internet of Things (IoT), 3-D printing, genomics, mobile health technologies, wearables, telehealth, big data, and more, are coming together synchronously creating a perfect storm of massive disruption. The application of these technologies are already beginning to have large scale impact which empower patients to create improved lifestyle behaviors, improve patient outcomes, lower costs to the patient and the system, provide more secure networks and environments, disrupt third party intermediaries, and a LOT, LOT more, all to create change on scale that we have never before seen in our lifetime.

When is the last time chiropractic disrupted in healthcare? 1895? Licensure in every state? Insurance coverage? Predatory third-party administrators? With these incredible technological advancements, Doctor of Chiropractic must be educated, prepared, and determined to use these technologies to hack a broken healthcare system, with many promises, and few deliverables on improving quality, lowering cost, and creating remarkable patient experiences. The chiropractic profession cannot leave it to the just the medical and technology community to lead the way. We must be part of the conversation, and more importantly, part of the technological advancement through application and innovation. For we know, many of these emerging technologies will serve the greater good. However, there are always two sides to every coin. The flip side of how these technologies can be used can be just as impactful, but not in a positive way for patients or providers. This session will discuss the overview of technologies, it's implication to the chiropractic profession and the patients we serve and lay out a recommended action plan for our future. Disruption is the present, and prosperity is in our collective future, as long as we apply these emerging technologies in the most efficient and effect ways to drive even greater value and impact.

Learning Objectives:

1. Ensure the audience understands blockchain technology and it's application to healthcare and chiropractic

2. Ensure the audience understands artificial intelligence and clinical algorithm technology and it's application to healthcare and chiropractic
3. Ensure the audience understands artificial intelligence technology and it's application to healthcare and chiropractic
4. Ensure the audience understands cloud computing technology and it's application to healthcare and chiropractic
5. Review the clinical implications of big data and analytics. Build knowledge base on how data is being used to understand value creation in today's healthcare system
6. Review how artificial intelligence, machine learning and deep learning are being applied in clinical settings to improve outcomes, and lower costs.
7. Review how the Internet of Things (IoT) and cloud computing are improving patient care delivery and how emerging wearable technologies and telehealth are driving improved diagnostic and therapeutic capabilities
8. Review the disruptive technology of blockchain. Learn blockchain basics as it relates to electronic health records, documentation, data security and disrupting third party intermediaries in order to create greater value for patients and the healthcare system

References:

1. http://www.dynamicchiropractic.com/digital/index.php?i=1239&a_id=58151&pn=42&r=t&Page=42
2. <https://www.forbes.com/sites/bernardmarr/2015/04/21/how-big-data-is-changing-healthcare/#28ad73192873>
3. <https://www.forbes.com/sites/bernardmarr/2017/11/29/this-is-why-blockchains-will-transform-healthcare/#218e1ad01ebe>
4. <https://www.ncbi.nlm.nih.gov/pubmed/29805337>
5. <https://hbr.org/2018/03/ai-will-change-health-care-jobs-for-the-better>

LEADERSHIP / MINDSET

Leadership Mastery: The Purpose, People, and Process Path to Remarkable Growth

Course Description: Risk management starts at the top. Leaders who do not develop and improve their leadership and communication skills leave themselves vulnerable to a wide variety of risks. 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 to reduce risks to your practice related to both employees and patients. Mission-critical content with the practical applications from the leadership literature, provides an evidence-based approach to reducing risk. Leaders in attendance will be surveyed to discover their own leadership style and areas of risk. Discussion

reducing risk and improving outcomes through appropriate and ethical use of Purpose, People, and Process will be the guidepost for practices moving forward. The mix of concept and application will give practice leaders not only the ammunition, but also the “guns” to hit their goals and do it in a way that minimizes, if not eliminates, risk.

Learning Objectives:

1. Understanding the science of self-awareness and emotional intelligence to improve communication skills and teamwork
2. Understanding the science of human motivation, and how we can reduce risk of employee challenges through behavior change science
3. Learning and applying role based employment and how to interview, hire, develop and fire for maximal results.
4. Learning and applying evidence-based quantitative process management to eliminate defects, reduce clinical, administrative, HR and financial risks.
5. Understanding the science of a mission and values driven practice to stay on the ethical path to communication, practice culture, and growth.

Under Further Review: The Science of Adaptability and Behavior Change

Course Description: During and after the COVID pandemic, healthcare delivery, provider behaviors and patient behaviors have changed forever. New models of care delivery through technology, new safety and regulatory compliance challenges, and new patient expectations are all part of the new healthcare paradigm. Leveraging scientific evidence around patient behavior, and ensuring clinic adaptability are musts because of the COVID pandemic. This session will explore the science around behavior change, adaptability and safety to ensure providers and their staff are equipped to handle the new challenges they face.

Learning Objectives:

1. Identifying patient sentiment for safety and convenience – strong data exists that states what patients are looking for throughout and after this pandemic. Using data and human centered design techniques to ensure you are meeting patients where they are to ensure safety and build trust is critical to care delivery.
2. Practice plan and communications strategy for patient safety – Failing to plan is planning to fail. A simple step by step plan to ensure your actions align with the values of your patients and that you have the tools and strategies to communicate effectively across all available channels
3. Using technology to advance clinical interventions and improve patient outcomes – care delivery has changed forever. The use of technology to maintain connection with your

patients with telehealth is significant to ensuring patients can receive critical interventions to help them get well and stay well.

4. Create remarkable experiences through patient engagement tools elevating patient satisfaction to new levels – At the end of the day, we know the best practices combine outstanding evidence-based clinical care with remarkable engagement and experiences. Learn how to meet patients where they are and drive the patient satisfaction leg of the triple aim trifecta
 5. Set up your vision for the future – Discussion about lessons learned, and how to be proactive and prepare for the next social tragedy will be imperative to survive future challenges. Visionary leaders build contingency plans for safety and care delivery. We will close out this webinar to help you create that plan for sustainability.
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EVIDENCED-BASED BUSINESS MANAGEMENT

The Chiropractic Entrepreneur Framework - An Evolved Approach for Practice Success – Short session 1-2 hours

Course Description: Learning the Chiropractic Entrepreneurial Framework (CEF), you will gain the knowledge and implement the basic steps of the CEF®. This system, developed by Dr. Jay Greenstein, 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. Concepts covered are (1) Vision of the practice owner; (2) Creating the culture you want, not just what you have, (3) Key Performance Indicators that gives the team key insights to what's going well and what can go even better, (4) Clarity around key processes that drive the business forward, (5) How to take advantage of your practice's biggest problems and turn them into opportunities, and (6) The power to take growth to a new level. 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.

Learning Objectives:

1. Understanding core business fundamentals
2. Building a strategy framework that guides the practice and the team
3. Learning how continuous improvement happens

The Chiropractic Entrepreneur Framework - An Evolved Approach for Practice Success

Course Description: Learning the Chiropractic Entrepreneurial Framework (CEF): During this seven-module course, you will gain the knowledge and implement the basic steps of the CEF®- the framework of ethical chiropractic business practices. This system was developed to aggregate and disseminate the best business and ethics principles and practices derived from leading business ethics and HR experts, in combination with 25 years of running a highly awarded, multi-million-dollar chiropractic enterprise. This full day program provides the perfect strategy to create core business ethics fundamentals, strategies, and tactics for your practice. Application of these fundamentals will allow you to build a strong AND ethical practice with clearly identified strategies to overcome the multitude of healthcare practice obstacles and achieve your business goals. The modules will be completely interactive where you will work on standardizing your business 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 in the most ethical ways.

Learning Objectives:

1. Module 1: CEF Defined – Learning Objectives
 - ✓ Understanding the core fundamentals for Business Ethics
 - ✓ What the business scientific literature says about Business Ethics
 - ✓ Understand the Six Elements of CEF -the ethical application of business infrastructure
 - ✓ Learn the fundamentals of application of the six elements of CEF®
 - ✓ Learn the tools needed to apply the six elements of CEF®
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 ethical marketing strategy in a post-COVID environment
 - ✓ Begin to create goal plans that keeps your mission at the heart of all goals
 - ✓ Leverage technology to keep track of and reach your goals
3. Module 3: Right people, right seat
 - ✓ Learn the concepts of right people, right seat
 - ✓ Review People Analyzer – CORE 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 ethically 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
 - ✓ Improve care delivery, outcomes and patient experience through Lean Six Sigma
 - ✓ Learn solutions to document processes and care delivery to survive any insurance audit
 - ✓ Ensure the right process is followed by all with standardized performance evaluation management developed by world-class HR experts
7. Module 7: Creating practice traction
- ✓ Learn how to set the right type of goals that yield not just business results, but employee satisfaction and patient outcomes and experience results as well
 - ✓ Create business structure around meetings that allow for regular follow up and follow through
 - ✓ Tying it all together for ETHICAL practice success