

2016 Kauai Annual Conference Outline

DAY 1 (Mon) 8:00am to 1:00pm

November 7, 2016: *"Marketing for Success"*

- Registration. Introductions.
- Private Practice Secrets & Avoiding Big Mistakes
- **Advanced Marketing** (It's not what you think)
- **Using the Internet to Drive More Patients to Your Door**
- **Promotions:**
How to create excitement in your practice. How to reach the public ethically yet effectively. How 2-hours per week can turn into an extra \$12,000/mo.
- **MD Interaction:** How to make contact and interact with MD's effectively. Maximizing MD referrals.
- **Tapping into Your COMMUNITY:**
How to tap into the community directly and build cash programs that work. How to get patients wanting to pay copays, deductibles, and coinsurances. Tools for instant success!

DAY 2 (Tue) 2:00 to 5:00 pm

November 8, 2016: *"Become a High Cash-Flow Clinic"*

- 3 Steps to Maximizing Cashflow.
- **Cash Pay Clients:** How to attract them, collect upfront, and duplicate them!
- **Accounts Receivables:** How to eliminate your A/R with these amazing tools!
- **Collection Letters That Work!**: Learn what the best practices across the country are doing for explosive profits and success! An IndeFree exclusive, unavailable anywhere else!

DAY 3 (Wed) 8:00am to 11:00am

November 9, 2016: *"Converting All Callers & Prospects"*

- **Activation:** How NOT to lose a prospective new patient. Setting Conversation Procedures: for PPO (out-of-network), Cash-pay, WC, and more. What to say and what NOT to say.
- **Getting patients wanting to pay upfront**, and NOT complain about co-pays/deductibles. And more!
- **Eliminating No-Shows** and Last Minute Cancellations.
- **Employee Training for Increased Sales:** How to create loyal patients that bring in more patients for you, and spend more. Words to use, words NOT to use, actions that increased perceived value. Teamwork for more sales.
- **Advanced Intake:** Intaking a new patient properly. Designing an ideal front desk system that allows your receptionist to succeed.

DAY 4 (Thu) 3:00pm to 6:00pm

November 10, 2016: *"Clinical Excellence"*

- **Eliminating the Big 3 Drainers of Clinical Excellence!**
- **Increasing the Patient's Perceived Value:** You are only as good as the patient THINKS you are. 3 sure-fire ways to ensure high perceived value! You do not learn this in school.
- **Exam Secrets:** 3 Simple Steps to Faster Exams!
- **Treatment Planning Secrets:** It's not what you may think. This will change the way you treat! 4 steps to fast, easy, and solid treatment plans.
- **Fast-Acting Techniques:** Spine
- **Quick 2-minute techniques** that bring fast pain relief and results. Dramatically increases patient's perceived value and helps to command more pay.
- **Fast-Acting Techniques:** Shoulder and Knee
- **Quick 2-minute techniques** that bring fast pain relief and results. Dramatically increases patient's perceived value and helps to command more pay.
- **Documentation Made Easy:** This proprietary paperwork system will change the way you practice. Staff Therapist's love it. No more headaches and wasted time!

DAY 5 (Fri) 9:00am to 1:00pm

November 11, 2016: *"Automation, Software and Profits"*

- **Big Mistakes**
- **Automation is the Key** to More Profits and Less Losses! 3 Simple Keys to Achieving It!
- It Starts at the Front Desk! Automating Your Brain Center
- **Automating Daily Operations** so You, the Owner, Can Grow Your Company!
- The "Employee": The Key to Automation. Automating: the Employee Recruiting Recruiting Process. Automating the Training Process.
- **Performance-Based Pay:** the Secret to Building a Strong Team.
- **Maximizing Profits:** Daily Productivity and Profit Tracking.

DAY 6 (Sat) 8:00am to 12:00pm

November 12, 2016: *"Advanced Billing, Coding, Collections & Audit-Proofing"*

- **Maximizing Reimbursement.** Using coding strategies and modifiers to increase your reimbursement.
- **Advanced Billing Secrets.** Coding Secrets. Medicare Billing Secrets. Best Procedures. Collection (insurance) Secrets.
- **Appealing Denials.** Insurance Short-listing. Secret Provider Rights.
- **Secret to Collecting Money from patients.** Forms that give you legal recourse against insurances. Signs you must have displayed for maximum success.