

A Two-Day Program Designed to

Expand Your Presence & Grow Your Practice

LAS VEGAS, NV

DECEMBER 12-13

REGISTER EARLY
AND SAVE \$200

[REGISTER NOW](#)

December 12

PRACTICE ENHANCEMENT TRAINING (NON-CME)

DAY 1 MORNING

8:30-8:45 AM	Program Promises, Methods and Organization
8:45-9:45 AM	Practice Structure, Efficiencies, and Key Metrics
9:45-10:15 AM	Plugging the Leaks in Your Practice
10:15-10:30 AM	Break
10:30-11:00 AM	Understanding the Why of Your Practice
11:00-12:00 AM	Clarifying Your Unique Service Proposition (features & benefits)
12:00-1:00 PM	Lunch with Selected Faculty Members

DAY 1 AFTERNOON

1:00-1:30 PM	You are a Brand, What's Your Plan
1:30-2:15 PM	Reviewing and Improving Your Brand & Marketing Mix
2:15-3:00 PM	Presentation Skills
3:00-3:15 PM	Break
3:15-4:00 PM	Track A: Patient Engagement Techniques Track B: How to Tell Your Story
4:00-4:45 PM	Track A: Patient Engagement Techniques Track B: How to Tell Your Story
4:45-5:00 PM	Wrap Up & Homework

DAY 2 MORNING

8:30-8:45 AM	Review of Day 1
8:45-9:30 AM	How to Make Your Website Really Deliver
9:30-10:15 AM	Making Yourself an Authority through Content Creation
10:15-10:30 AM	Break
10:30-12:00 AM	Track A: Creating A Great Office Team Track B: Getting Your Message on Video (Creating the Welcome to My Practice Video) Track C: Adding New Revenue Sources
12:00-1:00 PM	Lunch with Selected Faculty Members

DAY 2 AFTERNOON

1:00-2:30 PM	Track A: Creating A Great Office Team Track B: Getting Your Message on Video (Creating the Welcome to My Practice Video) Track C: Adding New Revenue Sources
2:30-2:45 PM	Break
2:45-4:15 PM	Track A: Creating A Great Office Team Track B: Getting Your Message on Video (Creating the Welcome to My Practice Video) Track C: Adding New Revenue Sources
4:15-5:00 PM	Creating Your Action Plan

December 13