

Course Title: Four Key Business Principles For Increasing Conversion, Retention & Revenue

Instructors:

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Course Description (2 hours CE credits):

This continuing education course will equip chiropractic doctors with essential business knowledge and skills to enhance their practice's financial performance and mitigate medical-legal challenges. By implementing proven strategies and communication techniques, participants will gain the expertise needed to establish compliant financial policies, optimize fee structures, and improve patient interactions.

The course is presented in person in one two-hour session.

Course Outline:

<p>1 hour</p> <p>Risk Management/ Philosophy/Ethics</p>	<p><i>Enhancing Clinical Outcomes through Risk Management, Philosophy, and Ethics: Implementing Effective Financial Policies</i></p> <p>This continuing education course delves into the critical relationship between patient compliance and clinical outcomes, highlighting the significant impact of a practice's financial policies. Our experienced instructors will provide a comprehensive understanding of the legal and compliance aspects associated with financial policies, empowering doctors of chiropractic to integrate these policies effectively to optimize patient follow-through and ultimately achieve better outcomes.</p> <p>Throughout the course, we will explore State and Federal rules governing financial policies, ensuring doctors understand the regulatory landscape thoroughly. By engaging in practical exercises, participants will learn how to develop care plans that are compliant and legally sound for patients across both insured and uninsured categories.</p> <p>This course aims to instill confidence in doctors, assuring them that they are navigating the complexities of financial policies in a legal and correct manner. By embracing risk management principles, ethical considerations, and an informed philosophy, healthcare professionals will be equipped to enhance clinical outcomes through patient-focused financial policies.</p>
<p>1 hour</p> <p>Med/Legal</p>	<p><i>Enhancing Bedside Manner for Effective Patient Care</i></p> <p>This continuing education course aims to equip doctors with valuable skills to improve their bedside manner, ultimately reducing the risk of legal complications. Effective communication is pivotal in fostering a positive patient experience, establishing trust, and ensuring informed consent for care. By guiding participants through practical strategies, this course aims to enhance rapport-building techniques and facilitate the provision of comprehensive information to patients, empowering them to make informed decisions about their healthcare.</p>

