

Title: 5 Easy Steps to Run a More Efficient (and profitable) Practice

Instructors: Ms. Kristi Hudson

Total Hours: 2 hours

Topic: Office Policies and Procedures

Description: As a chiropractor and business owner, balancing the demands of patient care and practice management can often feel like an uphill battle. Rising costs, declining reimbursements, and the complexities of billing, coding, and compliance only add to the challenges. But fear not – there are practical steps you can take to streamline your practice and boost profitability.

From optimizing workflows to eliminating time-wasting tasks, these simple steps will help you focus on what truly matters for the success of your practice. Don't let the daily grind hold you back. Learn how to run a more efficient and profitable practice with these five practical strategies.

Course Objectives:

- Analyze the current financial infrastructure of your practice to identify strengths and areas for improvement.
- Learn how to select and analyze the right data to assess the health of your practice and empower your team to take ownership of their performance.
- Review essential marketing tools and strategies to engage, attract, and retain patients, including digital marketing, social media, and mobile outreach.

Hour 1:

- Establishing a Solid Financial Foundation
- Develop a comprehensive plan for success with your team, including setting clear expectations and fostering a positive work environment.
- Implementing standardized operating procedures to reduce errors, enhance efficiency, and ensure consistency in practice operations.

Hour 2:

- Improve compliance with industry guidelines and regulations by establishing clear protocols and workflows for all aspects of your practice.
- Explore innovative approaches to marketing your practice, such as mobile marketing and leveraging the power of social media platforms to connect with patients and build brand awareness.

Instructor Methodology

Lecture: The instructor will deliver content through informative lectures, providing background information, statistics, and case examples.

Visual Aid: Slides will be used to visually reinforce key points, provide data, and showcase examples.

Interactive Discussion: Participants will be encouraged to engage in discussions, share experiences, and ask questions to deepen their understanding of the topic.