

**This workshop is different from most in two important ways:** First, everything you learn can be implemented immediately in your practice. Second, you'll develop skills as you go. You'll not only learn what to do, but how to do it.

**Times have changed.** It is harder than it used to be. The old paradigm of practice success has given way to a one that has to be faster and smarter to cope with today's merciless and unforgiving health care business environment.

**You can be a better practice marketer and manager and build your practice to full capacity** - without sacrificing your integrity. We will show you how in this fast paced and exciting seminar.

## Topics

### The Mysteries of Business Success

**For many chiropractors, marketing and business management can be a mystery.** But, marketing and business have basic principles and procedures that can be learned and used effectively. You will learn them at this seminar.

**A New Approach.** Learn a new and practical approach to growing your practice and improving your prosperity. **The New Practice Success Paradigm has 8 Essential Systems.**

**Practice Assessment.** You will receive an assessment on the health of your practice and these 8 systems:

- |                          |                      |
|--------------------------|----------------------|
| 1. Marketing             | 5. Wellness          |
| 2. Leadership            | 6. Clinical          |
| 3. Front Desk            | 7. Office Management |
| 4. Billing & Collections | 8. Business          |

### **Practice Building Plan**

You will build a detailed marketing and business growth plan for your business during the workshop.

**Marketing.** There is no shortage of patients. Learn 9 specific steps to creating continuous demand for your services.

For More Info: [www.3-goals.com](http://www.3-goals.com)

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Petty, Michel & Associates  
P.O. Box 170882  
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[www.pmaworks.com](http://www.pmaworks.com)

Developing Practices Since 1988

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Practice Development Seminar  
Nov. 6, Boston — Dec. 4, Chicago  
For Chiropractors and Chiropractic Assistants,  
office managers, and self marketing specialists.

# Bad economy?

Not enough new patients?  
Income shrinking?

## You have nothing to fear.

**You can make your own economy**  
IF you can master marketing and business development procedures.

**If you are a Doctor of Chiropractic interested in attracting more patients and building your practice,** you want more than just a few marketing tips and motivational quotes.

**What you want** is solid marketing and business building skills you can use for a lifetime.

**We are offering a new and energizing practice building seminar** designed to give you new skills that will improve your ability to grow your business.



**Thursday, Nov. 6, 8:30 - 5:00**  
— Boston, MA —

**Thursday, Dec. 4, 8:30 - 5:00**  
— Chicago, Illinois —



# 3 GOALS to Practice Success

## Topics and Presenters

### The C.A.'s Role in Practice Development

A SPECIAL section for staff (and doctors) covering specific principles, procedures, and philosophy that are designed to educate and motivate staff to help grow the practice.

**Office Management Procedures.** Learn over 12 specific steps to build your office into a systematized, smooth running, and self-sustaining business that is profitable.

- The art of patient financial consultations
- Insurance and coding practices and trends
- Practical staff and office management
- Effective business and financial systems
- 3 Goals Practice Development System Continuous Improvement

\*\*\*\* Handouts Included.

**For more info, go to: [www.3-goals.com](http://www.3-goals.com)**

### **Dr. Peter J. Kevorkian**

**Dr. Peter** teaches internationally on Chiropractic Philosophy, Children and Chiropractic and Family Practice. He is an instructor for the International Chiropractic Pediatric Association diplomat program. He serves on the Board of the FSCO and the Massachusetts Chiropractic Society. Peter is a regular team speaker on the New Beginnings program. A 1982 graduate of Palmer College., Dr. Peter J.

Kevorkian practices with his wife Dr. Patricia A. Giuliano in Westwood, MA.



### **Ms. Phyllis Frase**

**Phyllis** is one of the foremost C.A. trainers in the country. She has been a team teacher for Parker Seminars since 1998 and speaks regularly for many state associations and chiropractic colleges. She is now a qualified PM&A

consultant and has many happy clients who are reaching all their goals.

## Seminar Registration

**BOSTON, MA** — Thursday, November 6. 8:30 to 5

**Where:** Crowne Plaza Boston - Natick, MA  
1360 Worcester Street, Route 9  
Natick, MA 01760 Call: (508) 653-8800  
[www.bos-natick.crowneplaza.com](http://www.bos-natick.crowneplaza.com)

**CHICAGO, IL**—Thursday, December 4, 8:30 to 5

**Where:** Crowne Plaza Hotel  
Glen Ellyn-Lombard - 1250 Roosevelt Road,  
Glen Ellyn, IL Call: (877) 227-6963  
[www.crowneplaza.com](http://www.crowneplaza.com)

### **Lunch**

Lunch is on your own.

### **Price**

\$295 (\$395 if paid after Nov. 3 for Boston; or after November 28 for Chicago. ) No Charge to PM&A clients. Former PM&A clients receive 50% discount.

**\*\*Good for entire office: doctors & staff.**

### **Registration & Payment**

Complete the attached registration form and fax to 414 332-0909. No cover sheet is required.



### **Dave Michel Ed Petty**

Dave and Ed are celebrating 20 years of partnership in helping chiropractors grow their busi-

nesses. Dave and Ed built the longest standing consultancy of its type in the U.S., specializing in onsite services and customized practice building programs. With clients around the country, each week they are in doctor's office's working on practice development projects. From start-ups to group practices and multi-state clinic corporations, they get results.

PM&A is a Wisconsin practice management company, a branch of CHMS, Inc.

## Registration Form

3 Goals Seminar - \$295 (\$395 if paid after Nov. 3 for Boston; or after November 28 for Chicago. )

Fees include entire office, doctors and staff. Fax to:  
(414) 332-0909. No cover sheet required.)

	# of Attendees	Total \$
Total attending & amount.	# <input type="text"/>	\$ <input type="text"/>
# D.C.'s: _____ # Staff: _____	Check which location: For Boston ___ Chicago ___	

Doctor's Name - *Please Print* \_\_\_\_\_

Address - *Please Print* \_\_\_\_\_

Phone \_\_\_\_\_

Method of Payment

- Visa  American Express  
 MasterCard  Check

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing address of card if different from above:  
\_\_\_\_\_  
\_\_\_\_\_

E-mail: \_\_\_\_\_

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**For more info: [www.3-goals.com](http://www.3-goals.com)**