



Wk	Topic		Teacher/Host
1	New Patient Policies	The TLC NP Policy Sheet makes the CA's life easier by explaining patient benefits on Day 2.	
2	Opening with a Bang	You the CA's will help your patients schedule regular and specialty appointments effortlessly by using TLC recommended office hours.	
3	Spinal Workshops (SWS)	CA's can help their patients register for SWS to be better educated, to make better and wiser health choices and to better care for themselves.	
4	TIC Talk – Honeymoon Period	CA's can help engage and bring patients and their doctors back to chiroprac"tic" (the chiropractic principles) and help their doctors focus on new patients initial 13 visits.	
5	Reschedule Calls/Recalls	Recalling missed appointments is vital in supporting patients in their care.	
6	Re-exams, RRoF	Doing Re-exams empowers CA's and patients and RRoF supports the doctors.	
7	Getting the Doctor	CA's know when it is time to have their doctor speak with a patient or meet with patient and when not to.	
8	Asking for Referrals	Why and how a CA can easily ask for referrals.	
9	Social Media – Google Reviews, Facebook, Website	To ask for patient reviews/testimonials on Google, Facebook and other review sites that are simple easy and fun.	
10	PAD – Patient Appreciation Days	What is it and why CA's play a vital role in the growing of the practice during this "growth" period.	
11	Expansion Cycles	What is it and how CA's help support the doctors during this revamping period.	
12	Renewal Cycles	What it is and how CA's use this time to prepare for growth.	
13	Giftng	CA's can help the practice determine who and when thank you gifting (shirts, mugs, gift certificates, etc..) should be used.	
14	Supernatural Listening – Warm Fuzzies	What is it? Why is important and can CA's develop their abilities to know have the pulse of their patients and alert their doctors positive or challenging comments requiring contact from the doctor.	



15	One on One Checklists and Target Goals	To help CA's stay aware of their responsibilities and accountable.	
16	T.R.A.F.	Learn what T.R.A.F. means and why it is important.	
17	Spontaneous Trainings	To support all team members in upping their game by knowing and scripting everything.	
18	CA Magic of 7	Learn the why and what of the CA's Magic of 7.	
19	Anniversary Reviews (ARs)	To learn what ARs are about and how they are important to transitioning patients from intensive care to corrective to wellness care and what CA's are responsible to prepare for the doctors prior to patient AR visit.	
20	Reactivations	The why and the procedures for CA's to support inactive patients and their doctors to return to simply get checked and reactivate their care.	
21	Marketing Tool Box	Why CAs will be given promotional supplies to carry in their cars to be used when opportunities present to share chiropractic.	
22	CA's and Software	Discover why learning and knowing your computer software is both important and necessary for growth.	
23	Patient Connections	Learn why and how CA's discover patient connecting tools to educate and empower patients in their care.	
24	Magic of 1 Triangle	Learn what it is and why doctors use it and how CA's can support their doctors to walk their walk and talk their talk.	
25	TIC Talk – 30 Second Rule	Learn why it is necessary to bring the usual day to day chatter back to conversations of chiropractic and our principles and philosophy.	
26	4 Things the CA Does	Learn why these are important and what are the vital "4 Things".	