



2020 Cornerstone Call Agenda

Month	Promotions & Marketing	Patient Care	Team Driven Practice	Balance & Prosperity
Week				
January	Expansion Cycles	Time – Hours and Efficiency	4 Steps of CA Adjustment Experience	Intensity
February	New Patient Attractiveness	Technology in Patient Care	CA Magic of 7 Promotional Activities	Financial Freedom 2
March	Website Resources	Documenting Patient Success Outcomes	TIC – CA Style	Myth of Balance
April	Online Reviews and Testimonials	Pediatric Care	Energy Building	Becoming Chiroevangelists
May	Community Connections and Open House Celebrations	Rehab Exercises, Traction and More	Peer to Peer Social Media Engagement	Safeguarding Your House
June	Advertising	Standards of Care and Plans of Care	G.O.O.B. Get Out of Building	Boundaries
July	Neighbors of Integrity	Spinal Workshops (SWS)	Cross Training	Living the Dream Vacations
August	Building Alliances	Specialty Care Scenarios	PVA Drivers	Goalsetting and Stats
September	PAD	NP Conversions	Goal Setting and Target #'s	File Draw Mindedness
October	Energy Building Actions	Flow and Structural Office Design	Grumpy Patients	Celebrate Growth
November	Social Media Campaigns	Family Plans	Lifetime Care	Expansive Vision
December	Asking for Referrals	Re-exams and Anniversary Reports	CAs as Leaders	Lifetime Longevity

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