



Denver Regional Seminar October 14, 2016

8:30	to	9:00	Registration
9:00	to	11:00	Class I: "Time Targets TLC Style"
11:00	to	1:00	Class II: "R.A.T.S. Training TLC Style"
1:00	to	2:15	Lunch
2:15	to	3:30	Class III: "Capacity Busters and Tech CA's That Double Your Practice"
3:30	to	5:00	Class IV: "Internal Promotions TLC Style"

Denver Regional Seminar October 14, 2016

“Information without implementation leads to depression. Keep it simple and doable”

Top 10 Highlights from my TLC Seminar

What I want to leave this seminar with _____

Procedure _____

“Whys” or Philosophy _____

Class I

1. _____ 2. _____

3. _____ 4. _____

Class II

1. _____ 2. _____

3. _____ 4. _____

Class III

1. _____ 2. _____

3. _____ 4. _____

Signature: _____

TLC Time Target Standards (Time, Frequency, Intensity)



Good

Bulls Eye

TIME:

Day 1 completed	60 minutes	30 minutes
Drs part of Day 1	15 minutes	12 minutes
Day 2	90 minutes	60 minutes
Drs Report (group portion)	35 minutes	28 minutes
Drs Breakout	12 minutes	8 minutes
Spinal workshops		30 minutes
Opening to SWS		5 minutes
Content of SWS		19 minutes
Close of SWS		6 minutes
Accountability Meeting 1 on 1		
Tech CA		5-10 minutes
Financial CA		15-25 minutes
Front Desk CA		10-20 minutes
Trainings		
Team Training	60 minutes	45-60 minutes
Quarterly Training	4-5 hours	4 hours
Spontaneous Training		3-7 minutes
Alpha Training- Focused		
to take 1 thing to completion		20 minutes
Adjustments*		
Network office visit	25 minutes	8-20 minutes
Full spine (mechanical) adjustment OV included	20 minutes	8-10 minutes

Regular Adjustments

Varying based on:

- Technique
- Objectives of care
- Adjunctive therapies
- Chronicity of care.

These are techniques where in effective door to door timing could be as little as 8 minutes and other techniques where the same degree of competency could require a good score to be 45 minutes you must discuss your technique, it's objectives and additional considerations with a well-trained TLC heart coach to determine your range

- **Timing is for whole in & out of appointment including adjustment**

TLC Engagement Target Standards



FREQUENCY:

TLC Recommendations: In your first 3 years of TLC

- 5 seminars a year
- 2 leadership camps a year
- Scripting Intensive
- Collections Intensive



9 Events 1st year
8 Events 2nd year
7 Events 3rd year

- AC coaches calls
- Live Dr. Training
- Cornerstone calls
- 26 WTM calls
- Philosophy Call
- One Call (Women DC's ONLY)

2 calls/ month (NEVER, EVER MISS)
1/ month (Ideally live)
1 call/ week (Ideally live)
1 call/ week (Ideally live)
1 call/ month (Ideally live)
1 call/ month (Ideally live)

INTENSITY:

We all have to work, really, really hard and IF your AC coach ASKS you to do some action KNOW it is to grow you NOT harm you

What is at stake?

TLC Team Standards



Office Visits/ week:

80- 120 OVs/week	1 Full time CA
120- 180 OVs/week	1 Full time CA & 1 Part time CA
180-220 OVs/week	2 Full time CAs
220-300 OVs/week	3 Full time CAs
300 + OVs/week	3 Full time CAs & 1 Associate Dr or 1 more Full time CA

Hours for a Full time CA:	Max of 32-36 hours/week
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Capacity:

H & H	Hours and Hands
T & T	Technology and Tools
E & E	Efficiency and Effectively

TLC Statistical Targets

$$\text{Dollar Visit Average (DVA)} = \frac{\text{Total monthly Collections}}{\text{Total monthly office visit}} = \$ \underline{\hspace{2cm}}$$

Cost Visit Average (CVA)

Cost per adjustment X percentage of Over head = \$

Example: \$50.00 X .50 = (50% overhead) = \$25 CVA

$$\text{Collection Percentage} = \frac{\text{Total monthly Collections}}{\text{Total monthly Services}} \times 100\%$$

Target- 75%

TLC Gold Standard- 90%

$$\text{Case Average} = \frac{\text{Total monthly Collections}}{\text{Total New Patients/month}} = \$ \underline{\hspace{2cm}}$$

$$\text{New Patient Conversion} = \frac{\text{Total New Patients/month}}{\text{Total New Patients Retained/month}}$$

$$\text{Patient Visit Average (PVA)} = \frac{\text{Total Office Visits/month}}{\text{Total New Patients/month}} = \underline{\hspace{2cm}}$$

Dr. Name _____

Date: _____



NP Day 1- Doctor

Overview of NP Day 1		<i>Ideal Score</i>	<i>Your Score</i>	<i>1 Year Later</i>
6 Steps of Day 1				
1.	Greeting	10		
2.	Understanding	10		
3.	Clarity/Subluxation	10		
4.	Physical Checks	10		
5.	Green Lights	10		
	a. Exam			
	b. Fee			
	c. NPR Time			
	d. Spouse			
6.	Exiting Statements (Hope & Handoff to T-CA)	10		
TOTAL DRS NP SCORE		60		

Dr or CA Name: _____
 Date: _____



How did I score and what does my score mean?

	Scores	Scores	Scores	Scores
DR Day 1 CA Day 1	0 – 15 0 – 50	15-30 51-100	31-45 101-15	46-60 151-210
TLC's Engagement label	I am an apprentice educator	I am an educator	I am a transformer	I am an inspiration
Action Steps				
	W30: 30 days watching team training videos 30min/day S: make 4 copies of script on lime green paper. Home, car, OBR, Drs desk TP: CAs as training partners CK: Drs checklist outside report rooms	W5: Watch TLC training videos 5 videos per day. Selected spots every day Q: quiz memorizing scripts A: record audios of you doing the scripts until they are flawless	V: video yourself doing each step separately C: Compare your video to TLC's Team training video LR: 1 live rehearsal of DR doing scripts with CA confirming and reading scripts	T: Training on doing scripts extremely slow H: Finding the WHY in your scripts

NP Day 1 - Dr: I am a _____
 NP Day 1 - CA: I am a _____

FA/CA Weekly Checklist/Meeting List

Dates: To _____ **From:** _____ **Team Member:** _____ Shannon Stephenson

OFFICE: Why Statement: Provide and Protect Those Entrusted **Goal:** NP Volume **Number:** 20+

MEMBER: Why Statement: _____ **Goal:** _____ **Number:** _____

Task	M	T	W	R	F	S	Details
Made one on one meeting happen							
Items that I'm waiting on... Dr. Baker Melissa Tyler							
Review updated FA w/ Dr. after re-exams							Names:
AR's Completed - Financials							Names:
Sent to collections/ district court							Names:
Acct's in litigation – Review/ follow up							Names:

1. Ways I built up my team members in front of patients (be specific and describe how you did this):

2. Items I have enjoyed working on this past week:

3. Items to have been able to take to completion this week:

4. Items carried over from last week:

New Item with time line for completion:

08/2016 Dr. Joe _____

Employee _____

TECH CA - Weekly Checklist

Team Member: _____ Week of: _____

My WHY: _____

My Target #: _____ People added to SWS Weekly: _____

Support and uplift the Doctor

Task		M	T	W	TH	F	S	Details
D A I L Y	Be with Dr at ALL times							
	NP Exams: completed & notes entered							
	First Inflow Tour							
	Re-exams / AR exams: completed & notes entered							
	How many 14 day policy family members cam in this week?							
	Ask ALL guest to be checked on the spot							
	Ask 1 person each shift if their family members have been checked							
W E E K L Y								
	Prepare NP/AR Files for Doctor							
	Listen to philosophy clips							
	Team Training (Mon @ 1:15)							
	CA Training (Wed @ 11:15)							
M O N T H L Y								
	Weekly 1 on 1 with Dr.							
	Listen to TDP Call (3rd Tues/month)							

1. Ways I improved my ability to be finished and gone within thirty minutes of closing:

2. Ways I helped lower my practice's overhead:

3. Ways I built up my team members in front of patients (be specific):

4. How many times did you talk about;

a. Patient's favorite fact from the article? _____

b. Whiteboard? _____

c. Patient's favorite fact from the last Health Talk? _____

5. What is your favorite fact from this week's article?

6. Number of patients watching Health Talks online (give questionnaire):

TLC: Asking for referrals

IF you have not been getting anywhere asking for referrals then FIRST look at

1. Are you referring to others?
2. Are you uplifting and proclaiming ONLY the positives moving forward with HOPE
3. Are you coming from your heart?
4. Are you going through the motions?
5. Is there anything you are doing that you are NOT in love with? If so that will suck your energy and attractiveness out
6. Are you asking for help? This makes others feel important
7. Do you know what you have to offer others?

Think of someone other than yourself- in TLC we say this in spinal workshops, in asking for referrals, in 14 day policy, in family health history, in “is this appointment for you or for you AND your entire family”, in Step 9 in group report about spinal workshops, in Day 14th green light, about the spouse being present FOR you to get the best results you will need their help and understanding.

3 promises for promotions and marketing guaranteed results to grow your practice:

1. Ask 10% of your patients daily for referrals
 2. Ask 10% of your patients for additional attendance in spinal workshops or bringing guests
 3. Ask 1 person a day for a lead of a company or place to talk
 4. BONUS and call 1 person who is a lead to set up a talk or screening or to come in to be checked....
- **Show up, Soak up and Speak up**
 - **Do what your coach asks of you to do**

Do's and Don'ts in asking for referrals

Do's:

- Try something DIFFERENT in the way we are teaching here
- Speak up and engage
- Stay in the boat.....
- Work to be instantly in state with others
- Lead with what is important to them
- Start with an easy patient maybe even in a re-report or anniversary- with someone excited about their care and results
- You refer and build others up FIRST- you be the change you want to see in others
- SIMPLIFY- if we know the power that made the body heals the body, who else's body has that power
- Then who needs to be in here?
- Stop dragging your feet and get your brother here
- Leave people wanting for more....

DON'T:

- Go through the motions....BLAH BLAH: getting the same no results
- Don't stop if they don't give a name
- You are NOT asking them to get adjusted, be under care, to spend money or to make a commitment
- Do not lead with what you are doing or wanting them to do
- Water down the intensity and urgency by adding words

Examples:

- I was wondering IF you are open to some options on how to get checked?
- I am inviting you to partner with us to make a difference in other's lives
- **Questions:** what is the biggest roadblock to people getting checked?
- IF we believe the power that made the body heals the body then who else's body has that same power?
- Who needs to be in here getting adjusted alongside of you
- Stop dragging your feet and get your brother here
- How many people need to feel special like you feel here?
- When I get adjusted I feel more love and gratitude than any other day AND I know you want your family to feel the love you feel here everyday
- You make sure when you go up front you have Mary get them scheduled for either the SWS or their first appointment
- Can you help me help you?
- Is it true you want to help people? Who came to your mind?
- I am inviting you to partner with us to make a difference in other's lives
- I know that you know that the power that made the body heals the body.
 - Who else's body did that power make and can that power heal?



Share, Contribute, Multiply the Rewards!

TLC 4 Superteams grows from your referrals of family and friends. We put our time, energy, and money into developing services for you, our members.

We need *your help*. Please spread the word of the benefit of our TLC Community!

Name: _____ Practice: _____

Doctor's Name

Phone

Fax

Email

Chiropractic Association

State

Contact Person

Our Community. Growing because of YOU.



Seminar Evaluation

Denver Regional Seminar October 14, 2016

Be the change you want to see

Behavior recognized tends to repeat itself!

DC_____ CA_____ Other_____

Please share your gratitudes and joys about this seminar. After that please share any uplifting considerations you wish we might address:

1. Did you and or your team pre-register more than 1 week prior to the seminar? Yes_____ No_____

2. Did you feel that this Theme of this seminar was well executed for you?

3. Can you share a few of your most inspired moments with in the classes?

4. What did you like most about the flow of the break times?

5. Can you share several of your defined Top 10 take home action steps?

6. Other suggestions:

(Optional) Name: _____ Practice Name _____