

2023 CA Heart Call Agenda

	Week 1	Week 2	Week 3	Week 4	Week 5
MONTH					
January	Honeymoon TICs	TIC – TLC Style	CAs in Specialty Hours Review by Zone	What CA's Do During Prime Time Adjusting	Scheduling NPs – Time and Efficiency
February	Specialty Hours – Efficiently Used	Re-exams – Progress Exams	Social Media – Google Reviews, Facebook, Website	Coding – All Services	
March	Coding – Additional Services	CAs – Filling SWS Seats	Fun with SWS	P2P	
April	P.R.E.S. to S.O.U.P. the CAs	Trends in Office Layout and Functionality	Functionality of Front Desk Design	Rescheduling Appointments	
May	On Boarding New CAs	Going Slow to Speed Up with New CAs	Marketing Toolbox	Objection Management	SOUP for Doctors
June	Stats – Trending Values	Stats, AR & Magic of 1 Triangle	Software Hacks to Grow PVA	WOW – Articles	

1.877.TLC.4888 / fax: 215.657.9695 / 907 easton road, suite 1b, willow grove, pa 19090

coach@tlc4u.life / www.tlc4u.life

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July	Only Kept Appointment Policies	Lifetime Care TIC Dialogues	Honeymoon Period TIC What's Next?	Difference Between Normal & What They Have Learned is Normal	
August	NPR	TDP to ADP	Master Phone Excellence	Finances Day 1 & Day 2	Scheduling
September	Heart Check-Ins	Re-Exams	RRoF (Re-Report of Findings)	AR (Anniversary Reports)	
October	AR Delivery	Principles & Policies – Patients & Team	Coming Alongside of Patients	Reaction Regimen	SWS (Spinal Workshops)
November	Family Care Plans	AFR (Asking for Referrals)	Promotions & Marketing	Second Adjustment Experience	
December	Objection Management	Capacity Buster	Extraordinary Care	Uncommon Moments	

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