



2024 Cornerstone Call Agenda

Month	Promotions & Marketing	Patient Care	Team Driven Practice	Balance & Prosperity
Week	1st and 2nd Tuesday at 1:00	1st and 2nd Tuesday at 1:00	3rd Tuesday at 1:00	4th Tuesday at 1:00
January	Marketing Campaigns	SWS - Long Term Attendance	On Boarding CAs	Vision Life Cycles in Practice
February	Patient Newsletters	Day 1 - NP Screening	90 Minute Countdowns	It's Our Practice
March	Reels	Day 1 NP Talking Teaching Exam	Cross Training	Profit & Loss Reporting
April	Lead Magnets	Care Plans	Financial: Monthly Swipes	Monthly Connections
May	Lead Follow Ups	Day 2 - 13 Steps of the Group Report	Tech: Exam and ReExam Excellence	Time Off and Coverage Options
June	Scheduling Screenings and Events	Day 2 - 8 Steps of the Doctor's Breakout	Tracking: Appointments, SWS and More	ADP Models
July	Community Days	NP Honeymoon Period	Interactive TIC	What Are You Feeding Yourself
August	Building Alliances	Re-Exams and RRoFs	Team Training FUN	Boundaries
September	Website Marketing	Anniversary Exan and Anniversary Review	CAs Contributing to Growth	Legacy to Retire
October	Neighbors of Integrity	Ongoing Care Plans	Bonuses and Benefits	Assessing Stats
November	Reviews	Objections Everywhere	Capacity Busting	Goals
December	Marketing: What's New and Working	Scheduling Excellence	Team: What's New and Working	Family: What's New and Working

1.877.TLC.4888 / fax: 215.657.9695 / 907 Easton Rd. Suite 1B, Willow Grove, PA 19090

coach@tlc4u.life / www.tlc4u.life