

# 2026 26 WTM Call Agenda

| MONTH         | 1 <sup>st</sup> Thursday                                       | 2 <sup>nd</sup> Thursday  | 3 <sup>rd</sup> Thursday                                       | 4 <sup>th</sup> Thursday  | 5 <sup>th</sup> Thursday                                     |
|---------------|--|---|--|---|--|
| January 2026  | <b><u>Week 1:</u></b><br>Start Up Your Engines and Foundations | <b><u>Week 2:</u></b><br>NP Beginnings and Scripts                  | <b><u>Week 3:</u></b><br>NP Day 1- Greeting and Exam           | <b><u>Week 4:</u></b><br>NP Day 1 Exam-Front Desk Exit                  | <b><u>Week 5:</u></b><br>NP Day 2 – New Patient Report (NPR) |
| February 2026 | <b><u>Week 6:</u></b><br>NP Day 3: The Honeymoon Period        | <b><u>Week 7:</u></b><br>Telephone Excellence                       | <b><u>Week 8:</u></b><br>Zero Balance Financial Procedure      | <b><u>Week 9:</u></b><br>Appointment Book Design Scheduling             |  |
| March 2026    | <b><u>Week 10:</u></b><br>Pulse Check on Patients Hearts       | <b><u>Week 11:</u></b><br>Re-Exams with & without X-Rays            | <b><u>Week 12:</u></b><br>R-ROF with & without X-Rays or Tests | <b><u>Week 13:</u></b><br>Anniversary Report (AR) Preparation/Countdown |  |
| April 2026    | <b><u>Week 14:</u></b><br>Anniversary Reports (AR)             | <b><u>Week 15:</u></b><br>Principles & Policies – Patients and Team | <b><u>Week 16:</u></b><br>Coming Alongside of Patients         | <b><u>Week 17:</u></b><br>TIC Talk/ Reaction Regimen                    | <b><u>Week 18:</u></b><br>Spinal Workshops                   |
| May 2026      | <b><u>Week 19:</u></b><br>Building a Family Practice           | <b><u>Week 20:</u></b><br>Building a Referral Rich Practice         | <b><u>Week 21:</u></b><br>Promotions & Marketing               | <b><u>Week 22:</u></b><br>Complimentary Patient Care and Objection      |  |
| June 2026     | <b><u>Week 23:</u></b><br>Objection Management                 | <b><u>Week 24:</u></b><br>Capacity & Time Flow                      | <b><u>Week 25:</u></b><br>Extra- Ordinary Care                 | <b><u>Week 26:</u></b><br>Uncommon Moments                              |  |

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| MONTH          | 1 <sup>st</sup> Thursday                                       | 2 <sup>nd</sup> Thursday  | 3 <sup>rd</sup> Thursday                                       | 4 <sup>th</sup> Thursday  | 5 <sup>th</sup> Thursday                                     |
|----------------|--|---|--|---|--|
| July 2026      | <b><u>Week 1:</u></b><br>Start Up Your Engines and Foundations | <b><u>Week 2:</u></b><br>NP Beginnings and Scripts                  | <b><u>Week 3:</u></b><br>NP Day 1- Greeting and Exam           | <b><u>Week 4:</u></b><br>NP Day 1 Exam-Front Desk Exit                  | <b><u>Week 5:</u></b><br>NP Day 2 – New Patient Report (NPR) |
| August 2026    | <b><u>Week 6:</u></b><br>NP Day 3: The Honeymoon Period        | <b><u>Week 7:</u></b><br>Telephone Excellence                       | <b><u>Week 8:</u></b><br>Zero Balance Financial Procedure      | <b><u>Week 9:</u></b><br>Appointment Book Design Scheduling             |  |
| September 2026 | <b><u>Week 10:</u></b><br>Pulse Check on Patients Hearts       | <b><u>Week 11:</u></b><br>Re-Exams with & without X-Rays            | <b><u>Week 12:</u></b><br>R-ROF with & without X-Rays or Tests | <b><u>Week 13:</u></b><br>Anniversary Report (AR) Preparation/Countdown |  |
| October 2026   | <b><u>Week 14:</u></b><br>Anniversary Reports (AR)             | <b><u>Week 15:</u></b><br>Principles & Policies – Patients and Team | <b><u>Week 16:</u></b><br>Coming Alongside of Patients         | <b><u>Week 17:</u></b><br>TIC Talk/ Reaction Regimen                    | <b><u>Week 18:</u></b><br>Spinal Workshops                   |
| November 2026  | <b><u>Week 19:</u></b><br>Building a Family Practice           | <b><u>Week 20:</u></b><br>Building a Referral Rich Practice         | <b><u>Week 21:</u></b><br>Promotions & Marketing               | <b><u>Week 22:</u></b><br>Complimentary Patient Care and Objection      |  |
| December 2026  | <b><u>Week 23:</u></b><br>Objection Management                 | <b><u>Week 24:</u></b><br>Capacity & Time Flow                      | <b><u>Week 25:</u></b><br>Extra- Ordinary Care                 | <b><u>Week 26:</u></b><br>Uncommon Moments                              |  |

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