



2026 Cornerstone Call Agenda

Month	Promotions & Marketing	Patient Care	Team Driven Practice	Balance & Prosperity
Week	1st Tuesday at 1:00	2nd Tuesday at 1:00	3rd Tuesday at 1:00	4th Tuesday at 1:00
January	Advertising	Lifetime Care from Hello	Training: We are never Done!	Time Blocking for Home Success
February	Public Servant Promotions	Workshops Not Optional	Cross Training: To both give & receive support	Bossing Your Life
March	Expansion Cycles	Diagnostic Testing Value for Lifetime Care	Regular Reviews: O3+ARs	Be the Boss- Expectation Standards
April	Guests at SWS	Documenting Comorbidities	TIC Challenge	Being the Business Owner
May	Cross Promotions	Patients Home Care Compliance	Team Culture	The Power of the Pause
June	Lead Magnets	Interactive SWS on Patient Exercises	Practice Baskets, Give Aways	Stewarding Your Life Practice
July	Gifting	TIC TLC Style	Longevity Drivers	Asking for Help
August	Engagement Calendar and Leads Follow Up	Capacity Busting	Documenting Excellence	Congruency and Conviction
September	Sponsorship	Primetime Excellence	Exams Excellence	Perfecting or Connecting
October	Reactivation	Specialty Hours Utilization	FD Scheduling	Vision for Growth
November	Specialty Workshops	Anniversary Reviews	Patient Policies	Confrontation with Love
December	Marketing Group Commercials	Scripting Excellence	Celebrating Team Wins and Longevity	Chirovangelist with Dr. Scott Martin

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