



2020 Virtual Scripting Camp

TLC Coaching

Friday April 17th, 2020

3:00 - 3:15	Introduction	
3:15 - 4:30	Class 1: "Scripting for Longevity" with Drs. Dean & Dr. Jen DePice	
4:30 - 4:45	Break	
4:45 - 6:00	Class 2: "Day 1 - Set up to Win" With Drs. Dean & Dr. Stephen Genthner	
6:00 - 7:00	Dinner Break	
7:00 - 8:00	Class 3: "Day 1 - Workshop" (Basic or Advanced) Drs. Basic with Dr. Michael James Drs. Advanced with Dr. Dean DePice	Class 3: "CA Day 1 - Workshop" (Basic or Advanced) CAs Basic with Dr. Jen CAs Advanced with Dr. Sandy Martin
8:00 - 8:15	Break	
8:15 - 9:00	Class 4: Recap Day 1 With Dr. Stephen Genthner	

Saturday, April 18, 2020

8:00 - 9:00	Class 5: "How To's of Day 2" - Drs & CAs With Dr. Dean & Jen DePice	
9:00 - 9:10	Break	
9:10 - 10:15	Class 6: "Day 2 - Workshop" (Basic or Advanced) Drs. Basic with Dr. Michael James Drs. Advanced with Dr. Stephen Genthner	Class 6: "CA Day 2 - Workshop" (Basic or Advanced) CAs Basic with Dr. Sandy Martin CAs Advanced with Dr. Dean DePice
10:15 - 10:30	Break	
10:30 - 12:00	Class 7: "Day 2 - Workshop Cont." (Basic or Advanced) Drs. Basic with Dr. Jen DePice Drs. Advanced with Dr. Stephen Genthner	Class 7: "CA Day 2 - Workshop cont." (Basic or Advanced) CAs Basic with Dr. Dean DePice CAs Advanced with Dr. Sandy Martin & Dr. Ashley Genthner
12:00-1:00	Lunch Break	
1:00 - 2:00	Class 8: "Recap Day 2" With Drs. Dean & Jen DePice	
2:00 - 2:15	Break	
2:15 - 3:15	Class 9: "Day 3 - Honeymoon Period" With Dr. Stephen Genthner	
3:15 - 3:30	Break	
3:30 - 4:30	Class 10: "TIC for Longevity" With Drs. Dean & Jen DePice	

SCRIPTING CAMP CLASS TOPICS/SCHEDULE



Which class should you attend?

Drs Basic: If you have been in TLC for less than 3 years

Drs Advanced: If you have a PVA of 50+ or have been in TLC more than 3 years

CAs Basic: if you have been training in TLC for 1 year or less or if you have a PVA under 30

CAs Advanced: if you have been training in TLC more than 1 year and/or have a PVA of 30+

FRIDAY, APRIL 17, 2020

Class 1: Scripting for Longevity - 3:15pm-4:30pm

How to get to the TLC Gold Standard of 100 PVA +

- ▶ Vision casting
- ▶ Formulaic steps for PVA growth
- ▶ Transforming an educated practice to a transformational practice
- ▶ Living in an inspired practice community and the blessings therein

Class 2: Day 1: Being Set up to WIN - 4:45pm-6:00pm

Establishing the people, procedures and physical structure for ideal patient conversions

- ▶ Scripting excellence at the words- Drs & CAs
- ▶ Paperwork, technology, testing, tools and room design
- ▶ How is a new patient? And what does the ideal NP experience look like

Class 3: Day 1 workshops - 7:00pm-8:00pm

Drs Basic- The IF, then focus of Day 1

- ▶ Stop points in the green lights and not going on without complete agreements
- ▶ Emphasis on Step 5

Drs Advanced- Focus on the intangibles of NP conversions

- ▶ Confidence, clarity and connections
- ▶ Focus on Step 1 and Step 6

CA Basic- CA flow chart of steps Day1

- ▶ NP application, Day 1 video, subluxation brochure
- ▶ Setting up the Dr to win in his/her 6 steps of Day 1

CA Advanced-

- ▶ Drs Step 4 of the screening
- ▶ OPQRST & 5 traumas
- ▶ CAs NP exam
- ▶ Closing question of truth

Class 4: Recap Day 1 - 8:15pm-9:00pm

- ▶ Implementing changes to your Day 1 for optimal conversions and retention
- ▶ Logistics of changes immediate and future changes
- ▶ Value of the words and the purpose behind the words for optimal longevity



SCRIPTING CAMP CLASS TOPICS/SCHEDULE



SATURDAY, APRIL 18, 2020

Class 5: How tos of Day 2 - 8:00am-9:00am

Drs and CAs together

- ▶ Overview of what Day 2 looks like done right
- ▶ Group report structure
- ▶ Scoring your Day 2 to look for areas for added training
- ▶ Balancing education and patient interactions

Class 6: Day 2 workshops - 9:10am-10:15am

Drs Basic- Drs Group Report Steps 1-8

- ▶ Using the outline of steps- no missing steps
- ▶ Purpose of Step 1- greeting and why we are here
- ▶ What the group report accomplishes to grow PVA

Drs Advanced- Drs Group Report Step 6- x-rays

- ▶ Providing the standards for patients to see how long the subluxations have been present and what time frames for optimal corrections are
- ▶ Provoking a reality check for patients to realize the consequences of not having had chiropractic care in the past

CAs Basic- Review of Policies

- ▶ Covering the topics in order that set the patient up for longevity
- ▶ Not just checking off procedures but engaging in the why of the policies for the patient's benefit
- ▶ How review of policies sets everyone: patient, CA and doctor to win

CAs Advanced- No missed appointments and SWS Scheduling for optimal PVA

- ▶ Slowing down the scripts to connect with the why behind lifetime care
- ▶ Connecting to the patient's values & establishing how chiropractic care will grow the expression of their life

Class 7: Day 2 workshops - 10:30am-12:00pm

Drs Basic- Group Report Steps 9-13

- ▶ Importance of workshops and education
- ▶ Green lights of time, frequency and intensity
- ▶ Overview of money

Drs Advanced- Drs Breakout Step 2 X-rays & 7- Time, Frequency, Intensity & Money

- ▶ Tell me what you see on your x-rays
- ▶ What phase of degeneration you are in
- ▶ Point out the components of each phase of degeneration
- ▶ That is a good beginning AND There is more to address
- ▶ Your progress depends upon your commitment to this intensity

CAs Basic- Sacredness of First Adjustment

- ▶ How to set up the environment for the sacred experience
- ▶ Practice with the Dr the 4 steps of the Drs adjustment before the 1st adjustment- pressing it down to what matters most
- ▶ Train on using powerful words to enhance the importance of the adjustment

CAs Advanced- NP Advocate

- ▶ Coming alongside of the patient on Day 3
- ▶ Giving the reasons why we do all we do- adjustorium, 12 month calendar, view box, white board, TIC, activity area (☺)
- ▶ How to get adjusted scripting

SCRIPTING CAMP CLASS TOPICS/SCHEDULE



SATURDAY, APRIL 18, 2020 - continued

Class 8: Recap of Day 2: Drs & CAs - 1:00pm-2:00pm

- ▶ Start where you are AND add more clarity on the steps you need to train on and implement
- ▶ Get the solid YES or go back – no handing off a person without a solid yes
- ▶ What is the goal of the recommended care plan?

Class 9: Day 3 - Honeymoon Period: Drs & CAs - 2:15pm-3:15pm

- ▶ Drs instructions post adjustments
- ▶ Purpose of NP advocate to guide the NP experience Day 3
- ▶ NP education folder- what is in it and how to use it now and in future

Class 10: TIC for Longevity: Drs & CAs - 3:30pm-4:30pm

- ▶ Favorite anchoring phrases from TLC scripting that anchor longevity- for the rest of your life, is it enough priority, is this appointment for you AND your entire family, IF you choose to be helped, the 4 questions you have and much more.....



TLC Coaching / tlc4superteams.com / 877.TLC.4888

Recommendations for CA attendance in classes by Zones:

These are TLC suggestions for CAs per zone. Of course, if the CA is available and you would like, he/she is welcome to attend and engage in all of the classes appropriate to their level of experience with the practice and with TLC. This document is a suggestion to follow if you have particular questions.

Tech CA:

Class 1: Scripting for longevity
Class 2: Day 1 Set up to win
Class 3: Day 1- steps or NP exam if advanced
Class 4: Recap of Day 1
Class 5: How To's of Day 2
Class 7: NP Advocate or Sacredness of Adjustment
Class 8 – Recap of Day 2-
Class 9 Honeymoon
Class 10 TIC for longevity

Front Desk CA:

Class 1: Scripting for longevity
Class 2: Day 1 Set up to win
Class 3: Day 1- steps
Class 4: Recap of Day 1
Class 6: Review of Policies or No missed appointments/SWS scheduling
Class 7 Sacredness of Adjustment
Class 9 Honeymoon
Class 10 TIC for longevity

Financial CA:

Class 1: Scripting for longevity
Class 2: Day 1 Set up to win
Class 6: Review of Policies
Class 7: NP Advocate
Class 8 – Recap of Day 2-
Class 9 Honeymoon
Class 10 TIC for longevity

Promotions CA:

Class 1: Scripting for longevity
Class 6: No missed appointments and SWS for optimal PVA
Class 7: NP Advocate
Class 9 Honeymoon
Class 10 TIC for longevity