



# SPRING CONVENTION

## APRIL 17 & 18, 2010

### It's All About New Patients!

#### NEW PATIENTS: ATTRACTING, KEEPING & GETTING THEM TO REFER

- FIRST NEW PATIENT CALL**
  - Role playing & exact scripting to gather information
  - Answering questions about costs of services & the skills to get that important first appointment scheduled
- FIRST PATIENT VISIT**
  - Greeting patients so they feel special
  - Doctor's consultation and discharge
  - Getting the spouse to attend 1st report of findings
- REPORT-OF-FINDINGS**
  - Hands-on experience to deliver reports
  - Properly schedule first round of appointments
  - Set-up correct payment plans
  - Have a full house for your healthy lifestyle workshop
- FIRST RE-EXAM**
  - A step-by-step approach including scripting, action steps & ways to perfect your re-exam procedures
- GROWING THE PRACTICE**
  - 13 keys to make it happen in 2010
- WEEKLY VISITS**
  - Getting from 0 to 200 weekly visits in record time
- ONLINE SOCIAL NETWORKING**
  - Grow your practice using online social networking tools: Twitter, YouTube, Facebook, LinkedIn, MySpace & eNewsletters
- TAPPING INTO MD MARKET**
  - Personally approach MDs of all specialties to develop collaborative, interdisciplinary relationships
- ASSOCIATE DCs**
  - Find and develop associate doctors who are profitable & appreciate what you're offering
- NEW PATIENTOLOGY**
  - Set strong foundation for getting new patients
  - Dangers of showing up as a spine fixer
  - New patient's greatest apprehensions; what they want besides relief
- LAWS OF ATTRACTION**
  - Plant new patient seeds
  - Eliminate overlooked mistakes
  - What busiest chiropractors do that really works

**\$25.00 Reserves**  
**Cheapest Registration**  
**Fee for DCs & CAs**

**MUST CALL BACK BY MARCH 5<sup>TH</sup>**

Sat., April 17th (8:15am-6:30pm)  
 Sun., April 18th (8:30am-1:00pm)

**Berkeley Oceanfront Hotel**  
 1401 Ocean Avenue • Asbury Park  
 732.776.6700

#### FEATURED SPEAKERS:

- Bill Esteb
- Dr. Noel Lloyd
- Kathy Mills Chang
- Dr. Kelle Plotner
- Dr. Christina Acampora
- Dr. Nicole Ingrando
- Ted Janusz

**For more info call ANJC**  
**at (908) 722-5678 or**  
**email sig@anjc.info**

Name		
Name	<input type="checkbox"/> Assoc. Doctor or <input type="checkbox"/> Staff	
Name	<input type="checkbox"/> Assoc. Doctor or <input type="checkbox"/> Staff	
Address		
City	State	Zip
Email		
Phone	Fax	

**SPRING CONVENTION APRIL 17 & 18, 2010  
IT'S ALL ABOUT NEW PATIENTS!**

*\$25 Reserves Cheapest Registration Fee*

**MUST RESPOND BY MARCH 5<sup>TH</sup>**

*Call to sign-up: 908.722.5678*

*Fax Form: 908.722.5677*

**Doctor Fee: \$25 reserves your spot through March 5th. Will balance bill towards end of March.**

- \$125 thru March 5th     \$225 as of April 1st  
 \$175 thru March 31st    or at the door

**CAs/Staff Fee: \$25 reserves your spot through March 5th. Will balance bill towards end of March.**

- \$100 thru March 5th     \$175 as of April 1st  
 \$145 thru March 31st    or at the door

**Payment Total Amount:** \$ \_\_\_\_\_

Checks - Payable to ANJC  
 CC or  Debit Card     Visa     MC     AMX     Discover  
Card# \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

**Hotel Reservations:** ANJC has blocked a limited number of rooms to be reserved for a special price of \$109/night + tax. To make reservations call The Berkeley Oceanfront Hotel: 1401 Ocean Avenue, Asbury Park NJ, 07712 (732) 776-6700. Make sure to mention you're with ANJC.

**Cancellation Policy:** Includes refunds less 25% admin charge if request received 7+ days prior to event. No refunds after that time.



3121 Route 22 East Suite 302  
Branchburg, NJ 08876

**Return Service Requested**

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