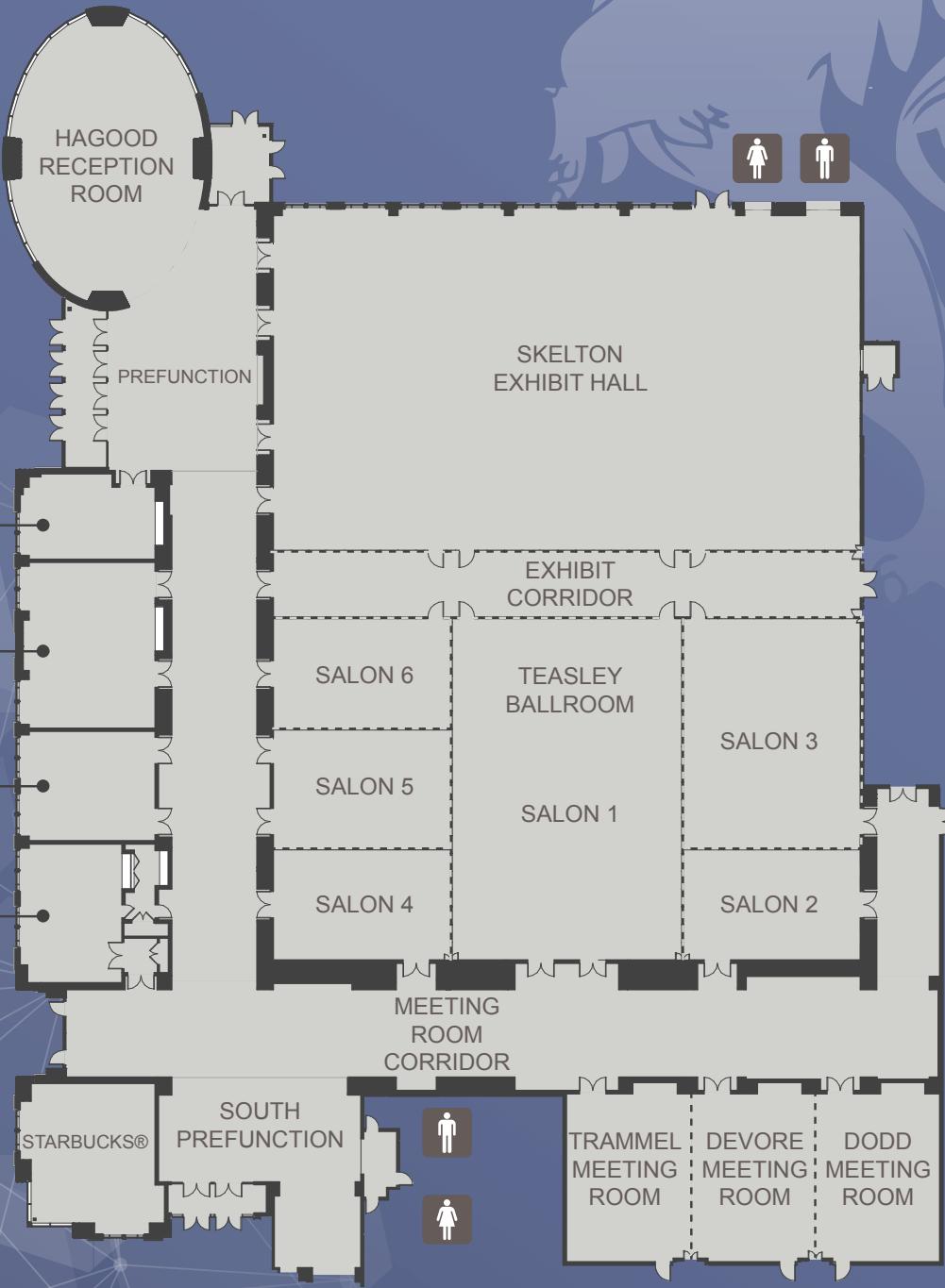
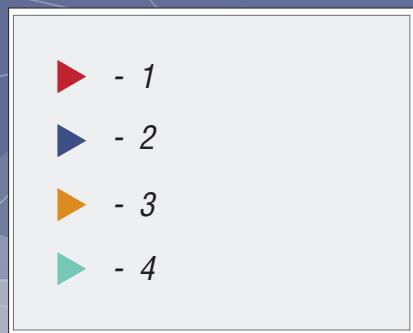


# July 2018 Seminar Agenda

Location/Room Marker



**THE HOTEL  
AT AVALON**  
ALPHARETTA CONFERENCE CENTER

**PBS**  
PHYSICIANS  
BUSINESS SOLUTIONS



# Friday, July 27th, 2018

Location: 9000 Avalon Boulevard, Alpharetta, GA 30009

## ► REGAN ARCHIBALD, LAc, Dipl OM, CSSAc - TBD

*Functional Medicine Expert, Healthcare Entrepreneur, Prolific Speaker and author of "Your Health Transformation" and "Healthcare on Purpose"*

### Time

9:00AM - 12:00PM

### Seminar - *Go Wellness: Integrating Functional and Regenerative Medicine*

- *The ROF Transformation Course:*
- *The 17 steps of the Report of Findings*
- *5 Keys to implement before a patient ever steps foot into your office*
- *Patient experience enhancement*
- *Implementation of the Science of Persuasion*
- *Influencing patients to take Action*
- *The Acupuncture Blue Print for Success- Building a foundation for a successful practice*

## ► Reuven Lirov, CPC - TBD

*National Billing Consultant and Certified Professional Coder*

### Time

9:00AM - 12:00PM

### Seminar

- *Insurance Trends – Should I accept insurance patients?*
- *The Vericle Workbench – Save exactly 50% of billing time with these tips and tricks*
- *Ideal Billing – Structure, flow, and quality control that creates 90+%*  
*collection rates on over \$500M in claims*

## ► Dr. Steve Peyroux - TBD

*Physicians Business Solutions*

### Time

9:00AM - 12:00PM

### Seminar

- The anatomy of a 7-figure regenerative medicine program
- Solutions to handle any patient financial situation
- Logistics training and selling \$10,000 Regenerative Medicine Care Plans
- The mechanics of marketing Regenerative Medicine.
- The system that create patients who show up and pay for your service.

## ► Dr. Brent Detelich - TBD

*Stem Cell Institute of America*

### Time

9:00AM - 12:00PM

### Seminar

- Mastering the fundamentals of Public Speaking
- Closing 110% of your audience
- The 3 most important parts of any lecture
- Becoming a trusted authority on Regenerative Medicine
- How to motivate your audience to take action

# Friday, July 27th, 2018 - Continued

Location: 9000 Avalon Boulevard, Alpharetta, GA 30009

## ► **LUNCH** 12:00PM - 1:30PM

## ► **REGAN ARCHIBALD, LAc, Dipl OM, CSSAc** - TBD

*Functional Medicine Expert, Healthcare Entrepreneur, Prolific Speaker and author of "Your Health Transformation" and "Healthcare on Purpose"*

### **Time**

1:30PM - 5:00PM

### **Seminar - Go Wellness: Integrating Functional and Regenerative Medicine**

- *The ROF Transformation Course:*
- *The 17 steps of the Report of Findings*
- *5 Keys to implement before a patient ever steps foot into your office*
- *Patient experience enhancement*
- *Implementation of the Science of Persuasion*
- *Influencing patients to take Action*
- *The Acupuncture Blue Print for Success- Building a foundation for a successful practice*

## ► **Julie Thorne, N.P.** - TBD

*Physicians Business Solutions*

### **Time**

1:30PM - 5:00PM

### **Seminar**

- Perform precision injection procedures for regenerative medicine treatments in a 3-hour injection lab
- Evaluate and qualify regenerative medicine patients for excellent outcomes
- Treat soft tissue dysfunction through homeopathic injection protocols
- Prepare platelet rich plasma for musculoskeletal, topical and cosmetic procedures

### **Who Should Attend**

Medical Providers (MD, NP, PA)

## ► **Elliott Bernard** - TBD

*Physicians Business Solutions*

### **Time**

1:30PM - 3:00PM

### **Seminar**

- Handling the 20+ most common objections without sounding "salesy"
- How to boost your conversion at every step in your sales funnel

### **Who Should Attend**

Business Owners

## ► **Dr. Brent Detelich** - TBD

*Stem Cell Institute of America*

### **Time**

1:30PM - 3:00PM

### **Seminar**

- Mastering the fundamentals of Public Speaking
- Closing 110% of your audience
- The 3 most important parts of any lecture
- Becoming a trusted authority on Regenerative Medicine
- How to motivate your audience to take action

# Friday, July 27th, 2018 - *Continued*

Location: 9000 Avalon Boulevard, Alpharetta, GA 30009

## ► **Dr. Steve Peyroux** - *TBD*

*Physicians Business Solutions*

### **Time**

1:30PM - 2:45PM

### **Seminar**

- 10x your practice
- 2018 1st Quarter Goals “The one-time thing”
- Wall Street Roll Up
- 3 Month Onsite – Regenerative Medicine Program with Dr. Steve Peyroux’s staff at your office
- New medical staff going on permanent vacation? Here is a real solution! ☺→∅ (Fast)

## ► **Vendors** - *TBD*

### **Time**

3:00PM - 5:00PM

### **Seminar**

- An introduction to Functional Medicine (Regan)
- An introduction to Hormone Replacement Therapy (Mark)
- An introduction to Medical Weight Loss (Jason)
- FDA
- Marketing (OppGenetix)

# Saturday, July 28th, 2018

Location: 9000 Avalon Boulevard, Alpharetta, GA 30009

## ► REGAN ARCHIBALD, LAc, Dipl OM, CSSAc - TBD

*Functional Medicine Expert, Healthcare Entrepreneur, Prolific Speaker and author of "Your Health Transformation" and "Healthcare on Purpose"*

### Time

9:00AM - 12:00PM

### Seminar - Go Wellness: Integrating Functional and Regenerative Medicine

- *Einstiens Medicine - Transforming Health Care in America*
- *Implementing Functional Medicine Labs*
- *Creating cash based Functional Medicine Programs for increased revenue (5 -15k per month) and better patient outcomes*
- *Stem Cell Revolution - Creating a 7 figure cash based practice with regenerative Medicine*
- *Nutrition and Stem Cell Therapy*
- *Functional Blood Chemistry for Stem Cell patients*

## ► Dr. Steve Peyroux, DC - TBD

*Physicians Business Solutions*

### Time

9:00AM - 12:00PM

### Seminar

- Basic and Advanced Marketing and Sales Programs
- A steady flow of qualified patients
- Internal and External Marketing Methods for \$1000- \$25k Monthly Budget
- Setup your sales process to maximize conversions
- Eliminate rejection and uncertainty from your ROF
- Use objections to accelerate and close the sale

### Who Should Attend

Business Owners

## ► Dr. Mark Luckie, DC - TBD

*President of Charleston Testosterone and National HRT Consultant*

## Dr. Jason Weigner, DC

*National Weight Loss Consultant, Servicing Over 30,000 Patients, CMO of The Slim Co.*

### Time

9:00AM - 12:00PM

### Seminar

- The synergy of MWL and HRT
- Low maintenance, effective and profitable HRT Services
- Targeting for marketing success
- Increasing conversions from lead to close
- Product sourcing
- How to add 20-50 new patients to your clinic every month
- Low-maintenance, effective weight loss protocols your staff can run
- Eliminating patient compliance concerns with home therapies
- Training your staff to convert leads into happy patients

### Who Should Attend

Case Managers & Business Owners

# Saturday, July 28th, 2018 - Continued

Location: 9000 Avalon Boulevard, Alpharetta, GA 30009

## ► **David Klein, CPC, CPMC, CHC** - TBD

*National Healthcare Billing & Compliance Expert, Certified Professional Coder, Certified Healthcare Compliance*

## **Reuven Lirov, CPC**

*National Billing Consultant and Certified Professional Coder*

### **Time**

9:00AM - 12:00PM

### **Seminar**

- The 3 Most Expensive Mistakes Made in Integrated Clinics: Compliance, documentation, & billing.
- No one becomes a health care provider because they enjoy these administrative tasks. Mistakes in these areas can cost your clinic thousands of dollars every month.
- Find out how to make sure that you document and bill the right way, all the while staying compliant to government and payer regulations.
- Learn to lift the cloud so that you finally see clearly about what it is payors expect.
- Where to find the rules and how to follow them with confidence.
- Avoid these billing and compliance pitfalls
- Get compliant with government and payor regulations
- How to identify HUGE gaps in production and collections
- Maximize your collections through proper billing
- Avoid red flags that cause audits
- Understand what payors expect and implement a compliance plan with confidence
- Billing the most common scenarios in physical medicine

### **Who Should Attend**

Insurance Staff

Case Managers/Office Managers

## ► **Julie Thorne, NP** - TBD

*Physicians Business Solutions*

### **Time**

9:00AM - 12:00PM

### **Seminar**

- New Patient Forms & Exam, DME & Treatment
- Regenerative Medicine
  - PRP
  - Stem Cell
  - Bone Marrow
  - Amniotic
  - Adipose Derived Procedures
- Clinical certainty for Medical Providers
- Clinical excellence in Physical Medicine
- Ordering services with confidence and certainty
- Holistic treatment protocols for the most common conditions in Physical Medicine
- Medical Training on Documentation & Protocols for:
  - Weight Loss
  - Hormone Therapy

### **Who Should Attend**

Medical & Rehab Staff

# Saturday, July 28th, 2018 - Continued

Location: 9000 Avalon Boulevard, Alpharetta, GA 30009

## ► **LUNCH** 12:00PM - 1:30PM

## ► **REGAN ARCHIBALD, LAc, Dipl OM, CSSAc** - TBD

*Functional Medicine Expert, Healthcare Entrepreneur, Prolific Speaker and author of "Your Health Transformation" and "Healthcare on Purpose"*

### Time

1:30PM - 5:00PM

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- *Implementing Functional Medicine Labs*
- *Creating cash based Functional Medicine Programs for increased revenue (5 -15k per month) and better patient outcomes*
- *Stem Cell Revolution - Creating a 7 figure cash based practice with regenerative Medicine*
- *Nutrition and Stem Cell Therapy*
- *Functional Blood Chemistry for Stem Cell patients*

## ► **OppGenetix** - TBD

*Medical Marketing Expert*

### Time

1:30PM - 5:00PM

### Seminar

- Traditional vs. Digital Marketing: *Finding the right balance*
- "Self-marketing" disasters and pitfalls you need to avoid
- The make or break of good vs. bad marketing
- Trade secrets for medical and chiropractic marketing campaigns
- Proven follow-up scripts and how to use them

### Who Should Attend

Business Owners

## ► **Lori Allen, BS MBA** - TBD

*National Consultant, Speaker, Author and Practice Management Expert*

### Time

1:30PM - 5:00PM

### Seminar

- Know who and how to hire the perfect administrative staff member
- Understand the importance of training and how to train effectively
- Increase your volume and revenue with proven administrative systems
- Turn your front desk into an efficient, effective and profitable machine
- Create a customer service culture of excellence

### Who Should Attend

Insurance Staff/Office Managers

# Saturday, July 28th, 2018 - Continued

Location: 9000 Avalon Boulevard, Alpharetta, GA 30009

## ► FDA - TBD

1:30PM - 5:00PM

- Regenerative Medicine - TBA

## Who Should Attend

Business Owners

## ► Julie Thorne, NP - TBD

*Integrated Medical Services Delivery Expert*

### Time

1:30PM - 5:00PM

### Seminar

- New Patient Forms & Exam, DME & Treatment
- Regenerative Medicine
  - PRP
  - Stem Cell
  - Bone Marrow
  - Amniotic
  - Adipose Derived Procedures
- Clinical certainty for Medical Providers
- Clinical excellence in Physical Medicine
- Ordering services with confidence and certainty
- Holistic Treatment Protocols for the most common conditions in Physical Medicine
- Medical Training on Documentation & Protocols for:
  - Weight Loss
  - Hormone Therapy

## Who Should Attend

Medical Staff