

## Mr. Bill Esteb Available Course:

### Saturday, October 21<sup>st</sup> – 8:00 – 12:00 p.m. & 2:00 – 6:00 p.m.: Why patients do what they do and what to do about it (8 hour program)

Mr. William Esteb explains why patients do what they do—and what you can do about it. Bill is an enthusiastic creative thinker who persuades audiences to dream bigger dreams. He urges attendees to see their practices in new ways. His passionate delivery and infectious enthusiasm engage doctors who see new opportunities for creating deeper, more influential patient relationships.

Chiropractors struggling to adapt to Obamacare, ICD-10, higher deductibles, social media, short attention spans and impatient patients, appreciate Bill's pragmatic, down-to-earth approach and energetic presentation style.

Inspiring chiropractic audiences means reminding each attendee of their purpose, creating a vision, showing up curious and restoring the awe of what it means to be a chiropractor. It's an assignment that Bill is a master at delivering.

Because Bill is not a chiropractor, his perspective is not driven by technique or philosophy. Instead, his motivational presentations are creative explorations that inspire critical thinking and a healthy questioning of the status quo. He reveals new, overlooked opportunities that can grow virtually every practice. He offers new ways to create deeper, more meaningful patient relationships.

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## Mr. Bill Esteb



After working as the creative director for various advertising agencies in Denver, Seattle, and San Francisco, Mr. Esteb was introduced to chiropractic in 1981 when he was asked to help write and produce what became known as the Peter Graves video for Renaissance International.

Later, he got together with two chiropractors and formed Back Talk Systems. For 10 years he was the creative force behind this patient education resource company.

In 1999 Mr. Esteb sold his interest in Back Talk Systems to start Patient Media, Inc., focusing on patient education and communications tools that feature high impact graphics.

In 2004 he co-founded Perfect Patients, an interactive website service which manages the online reputations of over 2,000 chiropractors in the United States, Canada, Australia, New Zealand and the United Kingdom.

In 2011 he co-founded The Paperwork Project, collaboration with Kathy Mills Chang, which supplies state-of-the-art chiropractic paperwork and documentation resources at [www.ChiropracticPaperwork.com](http://www.ChiropracticPaperwork.com).