THE VISIONARY PRACTICE

WHERE GREAT PRACTICES BECOME EXCEPTIONAL

BTC ELITE RETREAT 2026
Miami Beach, Florida | October 2-4, 2026

FRIDAY, OCTOBER 2

ARRIVAL | CONNECTION | COMMUNITY

6:00-7:00 PM

Member Mixer & Cocktail Reception

Kick off The Visionary Practice weekend with cocktails, conversation and connection. Reconnect with fellow attendees, meet our presenters and enjoy an informal evening with colleagues before the retreat begins.

SATURDAY, OCTOBER 3

VISION | INNOVATION | PRACTICE GROWTH

8:30-9:00 AM

Registration

Check in, grab your materials and connect with fellow attendees before the day's sessions begin.

9:00-9:15 AM

Welcome to The Visionary Practice

Dr. Mark Sanna, CEO, Breakthrough Coaching

Dr. Mark Sanna opens the retreat by exploring what it means to become a truly Visionary Practice and the opportunities to rethink care, patient engagement, leadership and sustainable growth.

9:15-10:15 AM

The Practice You Can Measure

Turning Movement Into Data - and Data Into Better Outcomes, Greater Patient Buy-In and Practice Growth

Dr. Ryan Comeau, Founder and CEO, Kinetisense

Discover how three-dimensional movement analysis can transform posture, range of motion and functional movement into objective data patients can see and understand.

Learn how measurable outcomes can strengthen clinical decisions, demonstrate progress and create new opportunities for community outreach, patient acquisition and revenue.

10:15-10:30 AM BREAK

10:30-11:30 AM

The AI-Powered Practice

How Artificial Intelligence Can Transform the Patient Journey, Automate Operations and Give Your Team Time Back

Justin Mayfield, Owner, Founder and CTO, AI Scan Solutions

Explore how artificial intelligence can support the patient journey - from attracting and booking new patients to answering calls and texts, streamlining documentation and connecting critical workflows.

Discover how intelligently deployed AI can reduce administrative workload, improve the patient experience and give your team more time for patients, relationships and growth.

SATURDAY, OCTOBER 3 - CONTINUED

VISION | INNOVATION | PRACTICE GROWTH

11:30-11:45 AM

Break

11:45 AM-12:45 PM

Rewiring Recovery

The Next Generation of NeuroRehabilitation, Movement and Practice Innovation

Gordon Stula, Founder and CEO, NeuroReformer

Explore how advances in neurotechnology are changing the way clinicians approach pain, movement and functional recovery, including NeuroFrequency Mapping and adaptive technology.

Discover how this approach can complement chiropractic, physical therapy and rehabilitation while creating new possibilities for patients and practices.

12:45-1:45 PM | **LUNCH | CONNECT WITH FELLOW ATTENDEES**

1:45-2:45 PM

Change Your Groove. Change Your Reality.

Harnessing the Power of Thought, Repetition and Action to Create the Practice - and Life - You Envision

MJ Durkin, Creator and Instructor, Grooves Mind Technology

Through guided audio immersion, Power Phrases, repetition, reinforcement and practical action strategies, identify patterns that may be keeping you in your Current Reality and begin creating the mindset and behaviors needed to reach your Desired Reality.

2:45-3:00 PM | **BREAK**

3:00-4:00 PM

Removing the Pain of Payment

Package Pricing Strategies That Improve Patient Commitment, Case Acceptance and Practice Profitability

Dr. Mark Sanna, CEO, Breakthrough Coaching

Learn how well-designed Good-Better-Best packages, appropriate pricing, flexible payment options and confident team communication can improve cash flow, average case value, patient commitment and revenue predictability.

4:00-4:15 PM | **BREAK**

4:15-5:15 PM

The Next Wave: Transforming Patient Outcomes and Practice Profitability

How Shockwave Technology Can Create Better Clinical Experiences, New Cash-Based Services and a More Visionary Practice

Mark White, Founder and CEO, OMNIWave

Explore focused acoustic wave therapy, how it differs from other shockwave approaches and how practices are integrating OMNIWave into musculoskeletal, recovery and wellness programs.

Learn how shockwave therapy can serve as a platform for differentiation, patient engagement, cash-based program design and practice growth.

5:15 PM | SATURDAY SESSIONS CONCLUDE

SUNDAY, OCTOBER 4

PROFITABILITY | PEER-TO-PEER MASTERMINDING

8:30-9:00 AM

Registration & Coffee

Reconnect with fellow attendees as we prepare for a morning focused on profitability, peer-to-peer masterminding and turning vision into action.

9:00-9:50 AM

Profitable by Design

Building a Practice That Makes More, Keeps More - and Doesn't Require More of You

Wendy Lee, CPCO, Breakthrough Coaching Senior Coach

Learn how intentional expense management, smarter delegation, better use of time and stronger operating systems can help you keep more of what your practice produces while reducing the burden on the owner.

9:50-10:05 AM

The Power of Elite Sharing

Dr. Mark Sanna, CEO, Breakthrough Coaching

Discover how peer-to-peer masterminding and the collective experience of accomplished practice owners can broaden conversations, challenge assumptions and uncover new possibilities.

10:05-10:35 AM

Elite Sharing Session I

Theme to Be Determined by Attendee Submissions

The first mastermind focuses on a significant common challenge or opportunity identified by attendees.

10:35-10:45 AM BREAK

10:45-11:15 AM

Elite Sharing Session II

Theme to Be Determined by Attendee Submissions

Attendees explore what is working, lessons learned and approaches others may want to consider.

11:15-11:25 AM BREAK

11:25-11:55 AM

Elite Sharing Session III

Theme to Be Determined by Attendee Submissions

The closing mastermind examines a meaningful challenge or opportunity from multiple perspectives.

11:55 AM-12:00 PM

Closing Thoughts

Dr. Mark Sanna, CEO, Breakthrough Coaching

Identify the idea, decision or opportunity from the weekend that can make the greatest difference in your practice - and take it home and act on it.

12:00 PM | THE VISIONARY PRACTICE RETREAT CONCLUDES

LEAVE WITH NEW IDEAS. NEW CONNECTIONS. A CLEARER VISION FOR WHAT'S NEXT.