

SPECIAL ANNOUNCEMENT FROM DR. RONALD J. FARABAUGH

Please join the Chiropractic Evidence-based Team!!

As many of you know, our profession is engaged in a perpetual struggle for acceptance, and evidence remains our best asset. Daily as clinicians we not only have to justify our care, but fight back against payors and bad IME/consultants who consistently deny care for a variety of creative reasons. They bank on the fact that our doctors are uninformed, and that as a profession we do not realize the resources at our disposal. Many times payors win simply because our doctors are not armed with the information and research they need to successfully fight back. Additionally, there remains a mountain of supportive and exciting literature that we can all use to help educate patients, thus improving compliance with care and referrals to our offices. Even more importantly, if the employers in this country were aware of the cost effectiveness research that exists, plan designs would change radically, encouraging early use of doctors of chiropractic. Ironically, given the cost benefits of chiropractic management, the payors who battle us now will become enthusiastic partners as they realize the financial benefits to their companies and their investors, and the employers they represent. However this will not occur unless we all join together as a team, become familiar with the literature, and begin to educate our patients and the public, especially the employers.

We need to rise up and accept our role as stewards of this great profession and guardians of the vast expanse of research that supports us. We however cannot guard what we do not know. We must make it our job, NO, our passion, to integrate this evidence in our everyday practice! So how do we accomplish this lofty but attainable goal?

Solution: We need to build a large team of evidence-based and informed DCs. This can be accomplished by teaching doctors how to develop more successful offices by establishing reproducible systems and infusing research into every corner of case management with the result being (1) an evidence-based/informed office and image, and (2) an internal referral mindset. Our goal: improve outcomes and lower expenditures directly related to musculoskeletal conditions (and indirectly to overall healthcare costs) thus establishing ourselves as a realistic solution to escalating healthcare costs. With that in mind beginning in 2014, I invite you to embark on a rewarding journey via, www.chiroltd.com, to obtain **Certificates of Achievement** on two separate 12-hour learning tracks:

1. Research and guidelines (12 hours). See agenda on side two. A portion of all fees will be used to support CCGPP.
2. Case/practice management (12 hours). See agenda on side two.

Beginning in January 2014, and extending monthly throughout the entire year, I will conduct two webinars per month: 1 (one) session related to research and guidelines, and 1 (one) session related to case/practice management. The cost of each webinar: \$49. While I would encourage you take all 24 modules, you can pick and choose and pay for each individual session as they become available. You can also pre-pay for an entire series at a greatly reduced rate.

When you complete all 12 modules in each learning track, and complete the competency exam, you will receive a **Certificate of Achievement** suitable for framing, which can be displayed in your

office, promoted to your patients, released as a press release, placed on your website, and used in all your social networking initiatives. Most importantly, you will be much more astute as an evidence-based/informed DC, with the end goal of achieving better outcomes, in a shorter time, and at lower costs for your patients and their employers, a trait in demand in today's healthcare marketplace.

To register for the webinar(s), simply go to www.chiroltd.com, or complete and fax the attached registration sheet, or call my office directly at 614-898-0787. We need a team of DCs astute in evidence-based case management. Once educated and armed with important resources, we need DCs willing to reach out and educate employers all over this country. Expanding chiropractic by educating employers may be a lofty goal, but it is vital to the future of this profession. Whether you use this information to build a stronger and healthier practice, or use it to help educate employers, please join our team!

All webinars will be archived and posted on www.chiroltd.com. Do not worry if you miss a live webinar. You can take any and all webinars (as they become available) by visiting the website at a time convenient to you. The obvious advantage of the live webinars is the ability to ask questions and share information.

***I hope to hear from you soon.
Register early to reserve your spot!***

**AGENDA
& PRICING**



COURSE AGENDA

Research/Guidelines Course:

All 45-60 minute classes will explore the contents of relevant papers related to each topic. Once you become familiar with the contents you will possess the knowledge to discuss this important information with your patients and others (ex. Employers), establishing yourself as a confident evidence-based and informed clinician. More importantly, we will demonstrate how to actually use this information to build stronger and more successful practices. At the end of every module you will know exactly how to implement the research into your daily practice. Our goal is to help you become "THE" resource for accurate evidence-based information in your area.

Case/practice Management:

This is where research becomes useful and relevant! These classes will teach you how to infuse research into every aspect of clinical case management. Where literature is lacking, we will teach

you how to make defensible clinical decisions. Your patients will observe noticeable changes in the delivery of care, especially as it relates to patient education. Patients will feel more confident, and be more willing to refer

others as they gain confidence that your clinical recommendations are grounded in literature versus the typical attitude of "it's just how we've always done it". It's time to become more current and forward-thinking.

Module #	Class Description: Research/Guidelines	Module #	Class Description: Case/practice Management
1	Acute and Chronic Care Guidelines	14	Case Management
2	Terminology and Algorithms	15	* Consultation
3	Cervical spine	16	* Examination
4	Thoracic spine	17	* Evidence-based report of Findings
5	Lumbar spine	18	* Re-examination
6	Upper and Lower Extremities	19	* Discharge/Transition to Wellness
7	Special Populations/Wellness	20	Medical Professional Education
8	Determining Site of Care	21	Attorney Education
9	Risk Management/Safety of Chiropractic	22	Daily Patient Education
10	Chronic Pain-Neurology	23	Spinal Care Class
11	Research-Hot Topics	24	Rehabilitation
12	Cost Effectiveness of Chiropractic	25	Ethics
13	Competency Test	26	Competency Test

* The "Fundamental Five", the cornerstone of an evidence-based, systems-driven, referral-based practice.

PRICING INFORMATION

Price:

\$49 per module

**\$999 pre-pay for all 26 modules
(a savings of \$200).**

OR

\$199 per month for membership to the entire site which give you access to all 26 modules and the entire array of practice management programs:

- 24/7 email and phone support
- Weekly emails
- Videos
- DC and CA Training PowerPoints/Webinars
- Learning Modules: Research/Guidelines and Case/practice Management
- New Patient Programs/Ideas

- Time Management Learning Module
- The Medical Referral System
- The Attorney Referral System
- Bulletin Board Program
- Post Card Program
- Monthly Newspaper Columns
- Documentation and forms
- Practice Management Systems
- Tip of the Month
- Profit ideas
- Coding and documentation tips
- Research of the month
- And more....

All for just \$200 per month!



REGISTRATION SHEET

Name: _____ Today's date: _____
Last *First*

Simply Circle the number of the class or classes you wish to take, provide your payment information, and fax this form to our office: 614-898-1945. Print out one copy of this blank form and keep as your record to track courses completed. When you complete all courses and pass the competency examination you will be provided a beautiful Certificate of Achievement.

Research and Guideline Learning Track

Case and Practice Management Learning Track

Module	Course Description	Date Completed	Module	Course Description	Date Completed
1	Acute and Chronic Care Guidelines		14	Case Management	
2	Terminology and Algorithms		15	* Consultation	
3	Cervical spine		16	* Examination	
4	Thoracic spine		17	* Evidence-based report of Findings	
5	Lumbar spine		18	* Re-examination	
6	Upper and Lower Extremities		19	* Discharge/Transition to Wellness	
7	Special Populations/Wellness		20	Medical Professional Education	
8	Determining Site of Care		21	Attorney Education	
9	Risk Management and Safety of Chiropractic		22	Daily Patient Education	
10	Chronic Pain-Neurology		23	Spinal Care Class	
11	Research-Hot Topics		24	Rehabilitation	
12	Cost Effectiveness of Chiropractic		25	Ethics	
13	Competency Test		26	Competency Test	

Clinic Name: _____
 Last Name: _____ First Name: _____
 Street Address: _____
 City: _____ State: _____ Zip: _____
 Office Phone: _____ Office Fax: _____
 E-Mail: _____ Website address: _____
 Dr.'s License Number _____

Course #: (Circle which course to be paid with this registration form):

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

_____ # of Courses: _____ x \$49 per course: Total to be charged: _____
 _____ \$999 pre-pay for all 26 courses.

Pay By:

_____ Credit Card: (circle one) Discover VISA Mastercard AMEX
 _____ Credit Card Number: _____ Expiration Date: _____
 _____ 3 or 4 Digit Security Code _____ Amount Charged: \$ _____
 _____ Personal or Business check being mailed with this registration form. Amount: \$ _____