

# Parker Seminars Italy 2010

Chiropractic Assistant Course

## "Empower your Staff"

Thursday, June 24<sup>th</sup> - 4:30 PM

OPENING GENERAL SESSION

### Teleology - The Science of Being Naturally Right

Fabrizio Mancini DC and Gilles Lamarche DC  
(English language only)

#### **Joe Dispenza DC**

His book, "*Evolve Your Brain: The Science of Changing Your Mind*" connects the subjects of thought and consciousness with the brain, mind, and body. He is also featured in the award winning film,

#### "*What the BLEEP Do WE Know?*"

(English language only)

### **Chiropractic Assistant Course**

(English – Italian)

The complete, famous Parker Seminars CA Course gives your partners the tools and inspiration that they need to carry you forward!

**Three Instructors – Six Sessions!  
English - Italian**

Each topic is of 90 minute duration



**Camille Reagan, DC**

Dr. Camille Eberle-Reagan, strength and conditioning specialist as well as a nationally ranked fitness competitor, combines her exercise and chiropractic expertise into her performance and wellness center. She has received top honors in national fitness competitions and was featured in *Muscle & Fitness Magazine* and *Oxygen Magazine*. Dr. Eberle-Reagan is also the team chiropractor of the Women's Tri-Fitness Federation. She is well known for her staff training skills and runs a very successful practice in Dallas, Texas with three CAs and one associate DC.

#### **The Empowered Woman**

What you will learn:

- The power of self talk
- The power of attraction
- The value of gratitude
- The power of faith, confidence and belief

***You will leave this session inspired to take control of your destiny!***



**Brandi MacDonald, CA**

For over ten years, Brandi MacDonald led large multi-disciplinary teams supporting women, children, and families living in poverty. After ten years of working in the non-profit industry, she decided to open up her own business. She was touched by the healing power of chiropractic, and two years ago, left her successful career to spread the message of chiropractic and inspirational leadership. MacDonald founded True Concepts, a chiropractic consulting firm that specializes in hiring, retaining, and inspiring staff.

### **The Principled Chiropractic Assistant**

What difference would it make in your practice if you understood your own personal accountability and responsibility of being a leader? The masterful, principled, and enlightened Chiropractic Assistant is grounded in a deep understanding of chiropractic philosophy, vitalism, health advocacy and personal leadership. During this workshop, Chiropractic Assistants can expect to refresh or learn the historical perspectives on health, health myths of today and how to position themselves to become leaders in their practices, in their communities and most importantly, in their own lives. Truly, in this learning will the Chiropractic Assistant fully understand that "one cannot give away what one does not have." Energetic, informational and strategy focused, you will leave with an enhanced sense of personal leadership and purpose.

### **Understanding Advocacy from the Perspective of a Chiropractic Assistant**

Advocacy within the Chiropractic profession requires an understanding about a CAUSE, AND communicating this understanding to others. In this POWER PACKED session, you will learn how to communicate Chiropractic BETTER to your patients and the general public. Advocacy transcends Chiropractic, and you will leave the session feeling revitalized about health, healing and your communication gift. The greatest teachers in Chiropractic become the strongest advocates. If you want to enhance your ability to teach others and make a difference in your clinic, community and own life, this is the class for you!

### **The Patient Experience: Part 1: Attracting and Retaining the Ideal New Patient**

What is the Chiropractic Assistants role in marketing and retaining New Patients? What difference would it make for a Chiropractic practice to involve the entire team

in the development and implementation of a FUN, and EFFECTIVE marking plan, New Patient Visit and Report of Findings?

In this session, you will learn tried and true New Patient Parker principles AS well as how to develop a staff driven, referral focused New patient marketing plan, New Patient visit and Report of Findings visit. You will leave this session feeling renewed in your sense of leadership in your practice and bringing Chiropractic to prospective patients!

### **The Patient Experience: Part 2: Mastering Present Time Consciousness at the Front**

Wrapping up all three previous session, this class will focus on the art of scheduling, flow, energy and patient education from the Chiropractic Assistants perspective. Skills such as "cluster booking the schedule, Chiropractic focused front desk "talk", energy management, and retention of patients will covered; all with the Parker procedures as well as real life examples.

Chiropractic Assistants will leave with a plan to bring more stability and less chaos to the front desk; therefore increasing their presence with patients!



**Gilles Lamarche, DC**

An avid student of the psychology and philosophy of success for more than 25 years, Dr. Gilles Lamarche speaks to audiences throughout Canada, United States, Mexico, and the Bahamas. He is the author and co-author of more than nine books including the Parker System for Professional Success (PSPS). A member of the Parker College postgraduate faculty since 1990, Dr. Lamarche was named Canadian Chiropractor of the Year for 2005-2006 by the readers of the Canadian Chiropractor magazine. In October 2008, he accepted the position of Vice President of Parker Seminars.

### **Anatomy and Physiology for the CA**

You will be better prepared to help educate patients when you understand anatomy, especially of the spine, and its relationship to the nervous system. How the nerve system is involved in every function of the body will be presented in an easy and useable way that will give you the tools to help patients better understand chiropractic. Increase your credibility with patients and make your communication with the doctor easier by improving your understanding of how spinal and structural anatomy interact and affect all bodily functions.

Saturday 4:00 PM

### **CLOSING GENERAL SESSION**

Subject Title to be announced  
(English language only)

## Chiropractic Assistant Schedule

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OPENING GENERAL SESSION

### Teleology - The Science of Being Naturally Right

Fabrizio Mancini DC and Gilles Lamarche DC

(English language only)

Thursday 6:30 PM

**Joe Dispenza DC**

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**BLEEP Do WE Know?**"

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## Chiropractic Assistant Course

(English - Italian)

**Friday 9:00 AM** - Camille Reagan, DC - ***The Empowered Woman***

**Friday 11:00 AM** - Brandi MacDonald, CA - ***The Principled Chiropractic Assistant***

**Friday 2:00 PM** - Brandi MacDonald, CA - ***Understanding Advocacy from the Perspective of a Chiropractic Assistant***

**Friday 4:00 PM** - Brandi MacDonald, CA - ***The Patient Experience: Part 1: Attracting and Retaining the Ideal New Patient***

**Saturday 9:00 AM** - Brandi MacDonald, CA - ***The Patient Experience: Part 2: Mastering Present Time Consciousness at the Front***

**Saturday 11:00 AM** - Gilles Lamarche, DC - ***Anatomy and Physiology for the CA***

Saturday 4:00 PM

**CLOSING GENERAL SESSION**

Subject Title to be announced

(English language only)