



"How To Build A Practice in Tough Times"

CLASS TIMES	MAIN SESSION KEY LARGO & KEY BISCAZYNE	DC – LEVEL 1 ISLAMORADA	CA – LEVEL 1 MARATHON
8:00 – 8:45 am	REGISTRATION – EVERGLADES FOYER		
9:00 – 10:30 am	Welcome & Announcements “Building the Wheelbarrow Practice” (How To Add Additional Services & Products to Your Practice) <i>Dr. Peter G. Fernandez (Key Largo & Key Biscayne)</i>		
11:00 – 11:50 am	11 “How to Attract New Patients Over the Internet” <i>Mr. Evan Richards</i>	13 “Treatment ... Money ... Procedures” <i>Dr. William Cannister</i>	19 “Chiropractic ... Our Common Denominator” <i>Ms. Susan Williams</i>
12:00 – 1:30 pm	LUNCH FOR ALL ATTENDEES – (Key Largo & Key Biscayne) SPONSORED BY: BRICAN – HOSTED BY: D FERNANDEZ FERNANDEZ CONSULTING PROGRAMS & BENEFITS – Dr. Peter G. Fernandez & Ms. Susie Hensley		
1:30 – 2:20 pm	12 “Mastering the Cash Portion of Your Practice” <i>Mr. Dave Herren</i>	14 “Excellence in Consultation” Part I <i>Dr. William Cannister</i>	20 “How to Be an Indispensable CA” <i>Ms. Susan Williams</i>
2:30 – 3:20 pm	2 “How the Public Reacts to a Recession & How to Deal With It” <i>Dr. Peter G. Fernandez</i>	14 “Excellence in Consultation” Part II <i>Dr. William Cannister</i>	21 “Telephone Procedures & Telephone Workshop” <i>Ms. Susan Williams</i>
3:30 – 4:20 pm	3 “Your Action Plan to Counter a Recession” <i>Dr. Peter G. Fernandez</i>	15 “Effective Report-of-Findings for the Cash Practice” – Part I <i>Dr. William Cannister.</i>	22 “Front Desk Control” Part I <i>Ms. Susan Williams</i>
4:30 – 5:20 pm	4 “Steps to Take If You Are in Debt” <i>Dr. Peter G. Fernandez</i>	15 “Effective Report-of-Findings for the Cash Practice” – Part II <i>Dr. William Cannister</i>	22 “Front Desk Control” Part II <i>Ms. Susan Williams</i>
5:30 – 6:20 pm	5 “Low Cost Advertising in Tough Times” <i>Dr. Peter G. Fernandez</i>	16 “Report-of-Findings Workshop for The Cash Practice” <i>Dr. William Cannister</i>	23 “How to Schedule Effectively” <i>Ms. Susan Williams</i>
SUNDAY			
7:00 – 8:00 am	Private Client Breakfast & Practice Building Forum (Topper’s Ballroom – 19th Floor)		
8:00 – 9:00 am	6 “How To Do a Progress Exam and Progress Report” (Optional Class) <i>Dr. Peter G. Fernandez</i>		
9:00 – 9:50 am	7 “Effective External Marketing in Tough Times” <i>Dr. Peter G. Fernandez</i>	17 “Increase Your Patient’s Acceptance” <i>Dr. William Cannister</i>	24 “How To Collect Your Doctor’s Fees” I Part I <i>Ms. Susan Williams</i>
10:00 – 10:50 am	8 “Effective Internal Marketing in Tough Times” <i>Dr. Peter G. Fernandez</i>	18 “Finding Hidden Practice Income” <i>Dr. William Cannister</i>	24 “How To Collect Your Doctor’s Fees” Part II <i>Ms. Susan Williams</i>
11:00 – 11:50 am	9 “In Tough Times You Must Change Your Office Procedures” <i>Dr. Peter G. Fernandez</i>		25 Extra Article “Tough Times in the 90’s”
12:00 Noon–1:00 pm	10 “The Ideal Low Overhead Chiropractic Office” (Optional Class) <i>Dr. Peter G. Fernandez</i>		
Have a Safe & Pleasant Journey Home ... Please Make Reservations for Our Next Seminar in Atlanta, Georgia – May 2-3, 2009 “24 Keys To a Successful Practice” Speakers: Dr. Peter G. Fernandez, Dr. Brad Hayes, Dr. Dianne Fernandez & Ms. Susan Williams			

*Unforeseen circumstances may cause some classes to be added, replaced or revised. Please visit www.drfernandez.com for all the latest information, or call Julie at 800-882-4476