**OUTLINE**

**LECTURE TITLE:** Empowering Excellence: The Chiropractic Staff Success Seminar

**LECTURER:**  Dr. Sherry McAllister

**LECTURE LENGTH:**  120 minutes

**MODE OF PRESENTATION:** PowerPoint Presentation and current research review

**LECTURE CONTENT:**

* This course will offer current, relative information on media, marketing, and management of a successful clinic
* The speaker for this presentation will cover current community needs; high quality resource development and utilizing best practices in office procedures to build greater success in the clinic.

*Topics of discussion include:*

0-30 Minute Review:

1. Current Community Needs
   1. Status update on Mental Health, Pain Management and Chronic Disease

30-50 Minute Review:

1. Educating the community
   1. Posture
   2. Performance
   3. Pain

50-70 Minute Review:

1. Developing a Social Media Road Map
   1. Infographics
   2. Tips sheets
   3. eBooks
   4. White Papers
   5. Videos

70-90 Minute Review:

1. Mobilization in the Community
   1. Presentations
   2. Virtual Events
   3. Media Outreach

90-120 Minute Review:

1. Reviewing Office Procedure for Maximum Productivity
   1. Transparency
   2. Effective Clinic Communication
   3. Goal Setting