



Parker Seminars Las Vegas: Turn Up The Volume In 2015

by Vicki Nuber



Is it possible that a national chiropractic convention, such as the Parker Seminars Las Vegas convention, can provide chiropractors the missing piece to their practice success puzzle? Let's take a look at your practice success puzzle and how a convention such as the Parker Seminars Las Vegas can help you solve the puzzle and *Turn Up The Volume* for your practice in 2015.

The Chiropractic Practice Puzzle

One question, often discussed and debated but never fully answered, is *"Why do some practices succeed while others struggle?"* Some consider this to be the "Chiropractic Practice Puzzle."

This "puzzle" includes many different aspects: clinical approach, staff, equipment, technology, marketing, etc. Leading chiropractors have discovered that, by constantly evaluating the different pieces of their practice, they can more easily find the continuous improvement to their practices they seek.

A National Convention Makes It Easier To Put The Puzzle Together

Attending a national convention such as the Parker Seminars Las Vegas allows a doctor to get the big picture, learn what others are doing, and research things that may help a practice grow.

There are few other places that a chiropractor can see the whole practice success puzzle as fully as at a national convention. Let's take a look at what they can experience at Parker Seminars Las Vegas, January 29-31.

The Clinical Piece

Parker Seminars Las Vegas allows chiropractors the opportunity to hear a variety of leading clinical speakers. The 2015 Parker Las Vegas program offers many well-known chiropractic educators, including Dr. John Demartini, Dr. Larry Markson, Dr. Fabrizio Mancini, Dr. Patrick Gentempo, and Dr. Guy Riekeman.

At the same time, the program offers participants the opportunity to hear speakers not normally available to chiropractors on highly interesting topics. The topics available are broad and informative: technique, nutrition, neurology, concussions, spinal stabilization,

networking, rehabilitation, patient education, ethics, sports medicine, and social media marketing. The clinical, educational piece of the puzzle can easily be addressed at this one seminar.

The Practice Management Piece

If your practice success puzzle is more in need of practice management ideas or information, similar to the clinical program, there are few places where one can gain the information that the Parker Seminars Las Vegas program provides.

Speakers such as Dr. Larry Markson, Dr. Pat Gentempo, Dr. Shawn Powers, Dr. John Demartini, and Bill Esteb provide a myriad of opportunities to add new practice growth ideas or to improve current tactics that may need refreshing.

A seminar such as Parker Las Vegas allows doctors to choose the specific areas where their practice may need help. The 2015 seminar provides opportunities for improving internal marketing, communicating chiropractic, improving patient management procedures, cash practices, prospecting for new patients, irresistible offers, as well as the popular Parker Procedures.

By considering the practice enhancement topics available, then considering areas in which a practice could improve, a doctor can enhance their practice success. The variety of opportunities provided by the 2015 Parker Las Vegas Seminar makes it much more likely that your practice can benefit.

The Motivation Piece

Many experts believe that motivation is one of the most important pieces to a successful practice, and rarely do opportunities exist to get yourself or your staff as motivated as the Parker Las Vegas Seminar provides.

Beginning with *The Power of Awesome*, the seminar's opening session by Dr. Guy Riekeman, to speakers such as Laura Silva Quesada highlighting *Master Your Mind and Master*

Parker Seminars Las Vegas January 29-31, 2015 The Mandalay Bay Hotel & Casino

Empower Your Life, Empower Your Practice

The best speakers, the most successful doctors, and entertainment like no other.

Developmental Tracks

Parker Seminars offers four unique Developmental Tracks to enhance your learning experience.

Discovering You

Chiropractors with 0-5 years in the profession will be able to create a roadmap for success and delve into the basics of practice-building strategies. You will unearth a wealth of knowledge from experienced presenters who forged the path you now walk.

Developing You

Highlighting the essentials for professionals with 6-15 years of experience, this track extracts the elements of hidden practice potential and re-shapes your future on the strong foundation of prior success.

Refining You

Individuals with 16-plus years in practice will unlock a goldmine of innovative ways to enhance your established practice and reward yourself with a renewed passion for chiropractic.

CA Developmental Track Points you in the right direction as pivotal participants in the profession. You will learn key elements to develop your professional skills, promote chiropractic, and take home treasured tools that enrich your well-being.

For Complete Program Details, Visit:
seminarsvegas.wpengine.com/#vegas-2015



Your Life, this seminar is sure to fill the motivation piece of your puzzle.

The Rest Of The Puzzle

The best part of a national convention, like Parker Las Vegas, is the additional benefit that can occur because of the opportunities available in the Expo Exhibit Area.

Over 300 exhibitors provide access to the newest products, services, and tools to grow your practice. And while every chiropractic practice is unique, and their needs may differ, conventions like this provide an opportunity to address many of the puzzle pieces.

If you are looking to expand your practice and *Turn Up The Volume* in 2015, Parker Seminars Las Vegas is the ideal place to explore practice growth opportunities. The leading chiropractic vendors will be exhibit-

ing, allowing doctors to discuss their ideas for growing their practices. Explore how nutrition, lasers, technology, and marketing companies are helping doctors grow their practices.

Don't forget the opportunity to speak face-to-face with your own vendors. Many doctors utilize a national convention to enhance their relationships with existing vendors. Whether its software providers, table companies, or patient education publishers, those you already buy from will likely be in attendance. This is a great opportunity to discuss problems you may be having, new products they may be offering, or even unique opportunities they may have for existing clients.

About The Author — Vicki Nuber is the editor-in-chief of DC Products Review.