



### Speaker Information and Schedule for the CA Session

**Date:** Saturday, March 9, 2019 from 8am-5pm

**Course Title:** Reboot Your Practice

**CE Hours Provided:** 8 General hours

**Speaker:** Kim Klapp



While managing First Choice Chiropractic since 1995, Kim Klapp has spoken for many chiropractic universities, colleges, companies and associations. An author and coach, she founded Assistants for Chiropractic Excellence (A.C.E.) in 2000, which provides quality CA coaching and training via monthly online courses.

Kim Klapp teaches chiropractic teams the most up-to-date techniques and communication strategies for generating more referrals, collections and patient compliance. Find out more about her Office Systems Reference Guide, hiring and training tools, or solutions at: [www.ChiropracticAssistants.com](http://www.ChiropracticAssistants.com).

- Team Leader of First Choice Chiropractic of Ann Arbor, 1995 – Present
- Team Leader of First Choice Chiropractic of Northville, 2001 – 2012
- Director and Coach of Assistants for Chiropractic Excellence (A.C.E.), founded in 2000
- National co-presenter of B.O.L.T. (Benefit-Oriented Long-Term) Chiropractic Seminars with Dr. Tom Klapp, 1996 – 2002
- Speaker for CA Extravaganzas, Michigan Chiropractic Council/MAC, 1998 – Present
- Speaker for many state chiropractic associations (Washington, Virginia, Ohio, Nebraska, New York, Connecticut, North Dakota, New Jersey, Oregon, Louisiana, Kansas, etc.) 1996 – Present
- Guest speaker for Life University, 2005 – Present
- Guest speaker for ChiroEurope, 2012 – 2013
- Guest speaker for International Chiropractic Association, 2014
- Guest speaker for Northwestern Health Sciences, 2013
- Guest speaker for Life West WAVE, 2012
- 2X+1 Mastermind Coach, 2000 – 2001
- Guest speaker for The Masters Circle, 2001
- Guest speaker for Parker Seminars, 2003
- Guest speaker for Five Star Management, 2007 – 2008
- Author of Office Systems Reference Guide © 2000, 2003, 2005, 2008, 2011, 2014
- Creator of How to Hire, Train & Keep GREAT CAs
- Creator of Lifeline CA Training: Front Desk
- Author of articles published in numerous chiropractic newspapers and magazines including: Dynamic Chiropractic, Today's Chiropractic, Chiropractic Economics
- Contributing author for Creating a Fitness & Wellness Profit Center © 2005
- Executive Coordinator of the Michigan Chiropractic Association, 1994 – 1995

- Supervisory Committee Member of the Chiropractic Federal Credit Union, 1995 – 2015
- Distinguished Contribution Award, Michigan Chiropractic Council, 2001
- President's Award, Michigan Chiropractic Council, 1995, 1997
- Bachelor of Arts Degree with Academic Honors, University of Michigan, 1993

**Course Summary:**

Kim Klapp will present a high-intensity session for CAs to help them become empowered to make a difference in your practice and community. Your team will learn the most up-to-date strategies for getting more of what you want in your office: referrals, retention, collections and compliance.

The success systems that Kim teaches will help your CAs attract more new patients, connect better to your existing patients and provide exceptional service. Your team will be excited about helping to build your practice, rather than viewing it as more work, getting overwhelmed by change, and becoming stressed out.

Topics include:

- Mindset
- Communication strategies
- New patient experience
- Second visit keys
- Office systems
- Team-building
- Patient education
- Internal marketing