

Dr. Eric Kaplan & Dr. Perry Bard

# CONCIERGE COACHES<sup>®</sup>



***YOUR SOLUTION  
TO THE  
HEALTHCARE  
PUZZLE!***



**Toll Free : 888-990-9660**



# Your Ticket To PRACTICE PROFIT!

PRACTICE SUCCESS SYSTEMS

Written by Dr. Eric Kaplan &  
Dr. Perry Bard



Your "Concierge Coaches"



**NEW  
PATIENT  
Marketing**

**ULTIMATE  
CHIRO  
GOACHING**

**PLUG N  
PLAY  
TOOLS**



**INSIDE: HOW TO LIVE YOUR PRACTICE DREAM...**



**CONCIERGE  
COACHES**

Purpose • Passion • Perseverance

[www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)

# CONCIERGE COACHES®

This is NOT HMO Consulting where you sit with 50-100 doctors & you all learn the same thing. This is a:

## COMPLETE BENEFIT PACKAGE:

100% COMPLETELY PERSONALIZED TO YOU!!!

- Provides **19 operational practice manuals**
- Provides **over 20+ Different Marketing Systems**
- Provides **ALL Graphic design work PERSONALIZED to EACH doctor, (HUGE VALUE).**
- Provides **UNLIMITED FREE doctor & staff training “One-to-One” Bootcamps**
- Provides a **Stand-Alone Set of 3 Spinal Decompression Manuals**
- Provides all Client Doctors with a Complimentary Subscription to **STREET SMART DC**
- Provides all client doctors with their cell & home phone #'s & **UNLIMITED PHONE CALLS to BOTH COACHES!!!**
- Provides a **“1-Day MBA” BOOTCAMP Program**
- Provides a Monthly and Yearly Program Option with **NO Upselling, EVER!!! (Just 1 Fee).**
- Provides a written financial guarantee to **ALL clients**

**“MEMBERSHIP HAS IT'S PRIVELEGES”!**

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®

Doctors, when you went to chiropractic school you became masters of the spine. However, nobody prepared you for the business of healthcare. Healthcare is a trillion dollar industry yet some chiropractors succeed, while other fail.

**NEW YORK, (CNNMoney) — Doctors in America are harboring an embarrassing secret: Many of them are going broke.**

Please take 15 seconds to answer these -5- questions...

1. Are you concerned about the economy and your chiropractic practice?
2. Are you lying awake and worrying about paying bills, taxes or retirement?
3. Are you bringing home \$20,000+ a month & taking regular vacations?
4. Are you getting worn down by Insurance companies not paying your bills.
5. Are you finding it harder and harder to get New Patients.

## ***FORBES--A New Study Shows Many Folding Up The Table***

A new study in Chiropractic & Osteopathy published by two California chiropractors found that many of their spine-manipulating colleagues have been calling it quits.

The two looked at the number of chiropractors who had become licensed in the state and then compared how many were still practicing 10 years later. Among those chiropractors who began practicing in 1970, 90% of them were still practicing a decade later. But starting in the early 1990s, fewer chiropractors lasted so long. Among those licensed in 1991, only 72% remained in practice. Since then the attrition rate among chiropractors has stayed around 20% to 25%.

**This is the reality HOWEVER you  
can make the decision to.....**

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# **CONCIERGE COACHES**

## **“LIVE THE DREAM”**



### **YOU GOT YOUR D.C. DEGREE, NOW IT'S TIME FOR YOUR M.B.A.!**

As the former President, COO of a Public Company which owned and operated the weight loss company NUTRISYSTEM we learned early on the Power of Branding.

**LEARN THE SECRETS THAT MAY CHANGE YOUR LIFE FOREVER.**

A brand is the visual, emotional, rational and cultural image that you associate with a company or a product.

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# CONCIERGE COACHES<sup>®</sup>

Think about how your practice could control and strengthen its brand through the “brand experience”. In order for your practice to build its brand(s), it must strategically set a level of expectations through consistency of...

- Patient service
- Patient acquisition process
- Messaging (including your voice and tone)
- Patient touch-points
- Patient marketing and communications
- A good brand name gives a good first impression, is easy to remember, and evokes positive associations with the brand. The positioning statement tells, in one sentence, what business the practice is in, what benefits it provides, and why it is better than the competition. Imagine you're in an elevator and you have 30 seconds to answer the question, "What business are you in?"



888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)



# CONCIERGE COACHES®

A brand is the sum of all the characteristics that make your offering unique:

Reputation  
Customer Service  
A Promise  
Price  
Feeling  
Attitude  
Logo  
Product Line



Every business has a brand, whether they like it or not, whether they realize it or not, whether or not they have an expensive ad campaign or a new logo. A company has a brand whether it's selling bread, beer, oxygen cylinders, accounting services, or chemicals. Even cities and geographic areas have brands – think New York, Los Angeles, Cape Cod and Detroit. Some cities have such a strong brand identities that they have products named after them to leverage this image— South Beach Diet, LA Fitness, Chevy Tahoe.

Your business has a brand. It's the sum of everything your organization is, says, and does.

The only question is, are you in control of your brand? When you are, your image will be clear and your results will be consistent. When you aren't in control of your brand, the marketplace will let you know. You can see it for yourself with companies like AOL. They placed much emphasis on an initial push for consumer business which resulted in big sales, but whose service wasn't able to keep up with the demand they created. Until AOL built greater capacity the results were dissatisfaction— even anger from consumers diminished trust.

As more and more doctors move into the world of Decompression, why should the consumer choose you? Why should the consumer pay \$3000, \$4000, when others are marketing Decompression at \$19.00 per visit. At Disc Centers of America you build patient trust, we provide you with all the tools you need to,

1. Get New Decompression Patients
2. Have them Choose your office and follow through with care
3. Pay the fee, if not covered by insurance.

## Why??????????

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# CONCIERGE COACHES<sup>®</sup>

***Because.....Branding = Trust***



## McDonald's

- Fast Service
- Consistent Food Taste
- Consistent Pricing



## NetFlix

- Convenience
- Service
- Speed
- Cost



The Ritz-Carlton<sup>®</sup>

## Ritz-Carlton Hotels

- Hotel Design
- Location
- Customer Service
- Restaurants
- Quality of Products In-Room

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®



# DISC

***CENTERS of AMERICA***

If there is anything that I learned on Wall Street that I bring to the Chiropractic profession it's the **POWER OF BRANDING!!!**

**NOW LEARN THE SECRETS THAT MAY CHANGE YOUR LIFE FOREVER.**

A brand is the visual, emotional, rational, and cultural image that you associate with a company or a product. Here are some well-known branding examples.

When you think Volvo, you might think safety. When you think Nike, you might think of Tiger Woods or "Just Do It." When you think IBM, you might think "Big Blue." The fact that you remember the brand name and have positive associations with that brand makes your product selection easier and enhances the value and satisfaction you get from the product or service.

While Brand X cola, or even Pepsi-Cola, may win blind taste tests over Coca Cola, the fact is that more people buy Coke than any other cola and, most importantly, they enjoy the experience of buying and drinking Coca Cola.

The fond memories of childhood and refreshment that people have when they drink Coke is often more important than a little bit better cola taste.

It is this emotional relationship with brands that make them so powerful.

A brand is not just a logo, ad campaign, spokesperson or slogan.

Rather a brand is a product of the millions of experiences a company creates with employees, vendors, reporters, communities, and customers—and the emotional feelings these groups develop as a result of their experiences.

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# CONCIERGE COACHES®

## Ensuring Long-Term Branding Success

So many clinics spend some much money on a machine and then don't know how to market, close, get referrals. We give you that and more. The most important, fundamental thing a successful decompression practice (or any practice) has to do over time is to ensure that the experience its patients will get from the doctors will be consistent with the brand. This is called managing the brand. We teach you that and much more....

You can spend a lot of money and time in marketing decompression but unless your patients understand what you do, pay for what you do & believe in what you do, it's a waste and money. A practice with a healthy brand is one where every patient & every employee understands what the brand is about and their role in delivering that brand. Never underestimate your staff – they are the ones who can deliver your brand to the world.

## What is a Decompression case worth to you?

To my knowledge we are the only decompression consulting company that offers a **GUARANTEE**. Call me today for the details and visit [www.dcoa.me](http://www.dcoa.me) to see your new brand & your future website.



**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®



**CONCIERGE  
COACHES**

Purpose • Passion • Perseverance

[www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)

Concierge Coaches is a premier consulting company with an elite network of doctors throughout the USA that have dramatically improved their practices & personal life. Learn how and why many of our DC's are becoming totally debt free in just 12 to 18 months. We do this by teaching our doctors a complete system of patient management & marketing while maintaining a low overhead low-stress practice that can give you the freedom to enjoy unlimited free time and begin loving life and your practice once again.

Concierge Coaches is not a cookie-cutter seminar program. It is a "one-on-one" program specific to your needs. We specialize in directly & personally coaching and consulting with DC's and MD's who want to build their practice through Chiropractic enhanced by Massage, Decompression, Medical Integration, Weight Loss, Laser and much more.

Together we work as a team. A team coaching you personally. Our goal is to mentor our clients to do what others don't do so they can have what others don't have. We operate by a very high standard of ethics, integrity and morals and work directly with healthcare attorneys, compliance officers and insurance, billing & coding experts to ensure ultimate success & strategic, consistent growth.

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# **CONCIERGE COACHES®**

## **The “CONCIERGE DIFFERENCE”**

**Unlike most consultants WE ARE NOT A SEMINAR DRIVEN COMPANY.**

**When we started Concierge Coaches in 2010 after being successful individual consultants since 1993 or over**

**19 years ago we realized most chiropractors were not living their dreams because of a lack of business**

**knowledge. Having worked with a public company where**

**I tripled the stock price, after taking that company from losing 1 million per month we know the formula for success.**

**Why is it that today in a healthcare market which is a billion dollar industry chiropractors are going bankrupt?**

**Why throughout the country are so many chiropractors struggling to survive because insurance companies are**

**reducing benefits, reimbursing less and limiting access to chiropractic... but what I am about to tell you can be**

**an answer to your problems and is not too good to be true.**

**Many of our current doctors could tell you similar stories and we want you to be able to share your story in the future.**

**Our promise to you is that YOU can STOP worrying and start enjoying your practice. Imagine a happier, more secure life for you, your practice & your family, by making the decision to do something about your future.**

**Like a double-espresso of business tools, CONCIERGE COACHES is a practical and action-focused “TEAM APPROACH” with abundant**

**“Take-Away” tools to implement**

**in your own business the NEXT DAY!!!**

**Doctor-SPECIFIC, Practice-SPECIFIC, Demographic SPECIFIC**

**CONCIERGE COACHES is simply the**

**“fastest-track” to positioning and re-positioning your practice towards your ultimate short-term & long-term goals.**

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®



**Dr. Eric S. Kaplan, C.E.O.**

**Hello...my name is Dr. Eric Kaplan. You may have heard of me as I've appeared on every major news outlet from NBC to ABC to FOX including Dr. Oz and have literally changed the lives of chiropractors all over the United States. If you have not seen our marketing in the major DC publications you're in for something special.**

**After seeing an average of 200 patients per day, and over 1000 visits per week, I sold my six offices and went on to Wall Street, where I became the President, COO of the nationally acclaimed weight loss company Nutrisystem.**

**My partner, Dr. Perry Bard averaged over 20 brand new patients per day, week in, week out for 4 years.**

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# CONCIERGE COACHES®

Dr. Eric S. Kaplan, D.C., F.I.A.M.A.



Co-Chairman  
International Medical  
Advisory Board on Spinal  
Decompression

**Significant and recognized success in high-profile, Corporate Business Leader, Consulting and Administrative positions involving the Strategic Marketing and Management of successful Health-Service enterprises throughout the United States ... Successfully establishing service enterprises in highly competitive, major metropolitan territories, capturing market share, managing business operations and formulating programs designed to diversify products and services ... Acting in the capacity of Corporate Turnaround Specialist, transforming marginal or deficient public corporations into profit centers – raising per-share price of public stock from \$1.20 (to) over \$4.00 within just twelve months – shifting annual revenue (losses) from \$12M, to profitability within a twelve month period and changing income from less than (\$1M) at time of hiring (to) over (\$40M, while more than tripling the stock price) ... directing, planning and coordinating product and service development, identifying markets and territories with profit potential and forming consensus agreements with corporate partners and affiliates ... specializing in roles demanding superior medic-relations, formal-presentation skills and goodwill ambassadorship – specific roles and responsibilities including but not limited to:**

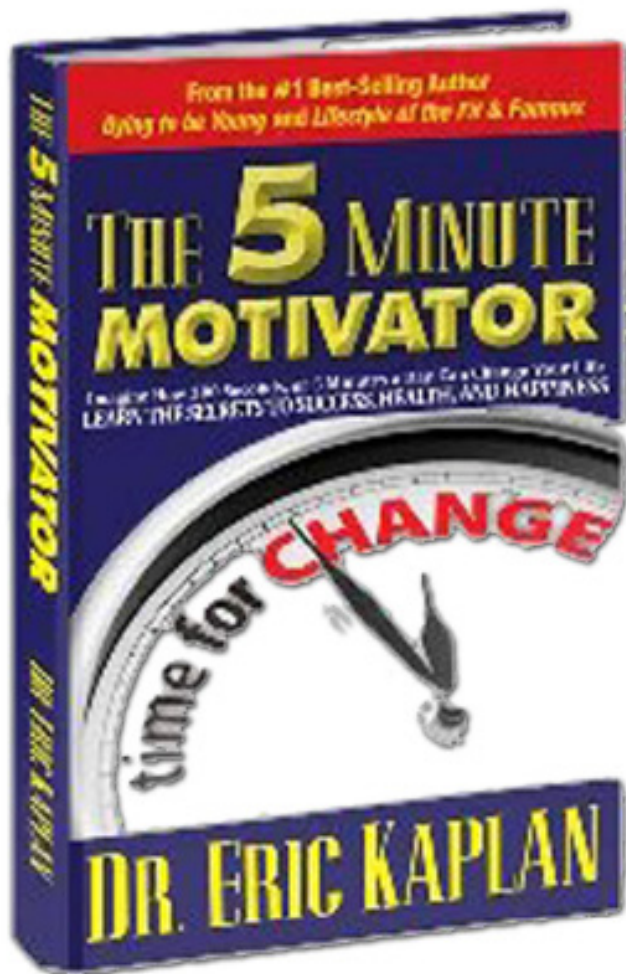
- Corporation President and CEO [Mergers & Acquisitions]

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



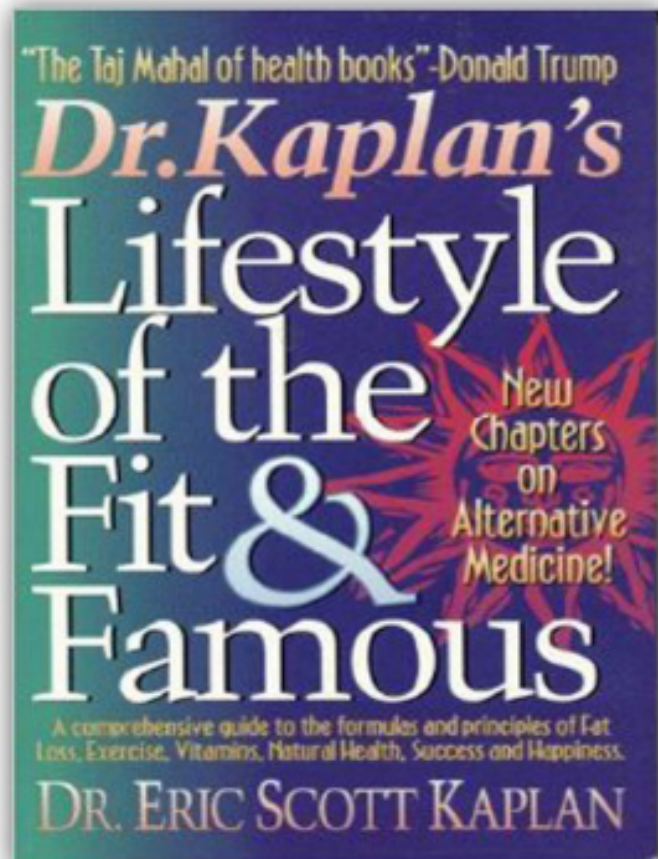
# CONCIERGE COACHES<sup>®</sup>

DR KAPLAN'S # 1 BESTSELLING BOOKS



[www.5MinuteMotivator.com](http://www.5MinuteMotivator.com)

Endorsed  
by  
Donald Trump



888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)

# CONCIERGE COACHES®



**Dr. Perry M. Bard, C.E.O.**

## **DEGREES/LICENSES/CERTIFICATIONS**

**Doctor of Chiropractic (D.C.) - Life College  
International College of Applied Kinesiology -ICAK  
National Spinal Decompression Certification -**

**Parker University**

**Southeast Back Institute**

**Certified in Impairment Ratings**

**N.P.C. Florida State Bodybuilding Judge**

**Licensed:**

**State of Florida - State of Tennessee - State of Georgia**

**State of Texas - State of Colorado**

## **WORK EXPERIENCE**

**Associate Doctor - North Palm Chiropractic Center 1987-1988**

**Associate Doctor - West Palm Chiropractic Life Center 1988-1990**

**Owner - Health-1st Chiropractic Centers 1990 - 2005**

**Owner - Physicians Diagnostic & Rehabilitation Center 1991-2005**

**Owner - Doctors Centers 1995-2004**

**Owner - Quick Slim Medical Weight Loss Centers 1994-1998**

**Owner - Palm Beach Massage Centers 1997-Present**

**Owner - Physicians Care Group 1996-2000**

**Owner - Prime Care Physicians 2010-Present**

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# **CONCIERGE COACHES®**

## **“THE CONCIERGE COACHES MBA” FEATURING THE CONCIERGE COACHES BOOTCAMP**

### **WHY is it Called “THE TRUMP EXPERIENCE”?**

Simple. The name (BRAND) TRUMP is synonymous with QUALITY. The name TRUMP has a measurable VALUE and worldwide appeal. In addition, Dr. Kaplan served as the PERSONAL family physician for THE TRUMP FAMILY. Dr. Kaplan’s personal relationship with Donald Trump is filled with stories, experiences, business principles & more ALL of which Dr. Kaplan shares in DETAIL during the CC Bootcamp. Donald Trumps endorsement is featured on the cover of Dr. Kaplan’s #1 Amazon Best Selling book “LIFESTYLES of the FIT & FAMOUS”. As a charter member of the luxurious & reknowned TRUMP NATIONAL GOLF CLUB & SPA, Dr. Kaplan invites all Bootcamp attendees to enjoy lunch as his personal guests as he feels that the knowledge, tools, strategies and secrets to running a successful practice are simply accentuated by the memories of enjoying the best that life offers and carries with it exponential benefits of what is guaranteed to be the BEST 1-DAY business/ practice experience any success minded doctor can ever have!!!!

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# **CONCIERGE COACHES<sup>®</sup>**

Where does this happen?  
**THE DAY STARTS AT OUR  
Concierge Coaches CORPORATE OFFICE  
in  
*Sunny North Palm Beach, Florida***



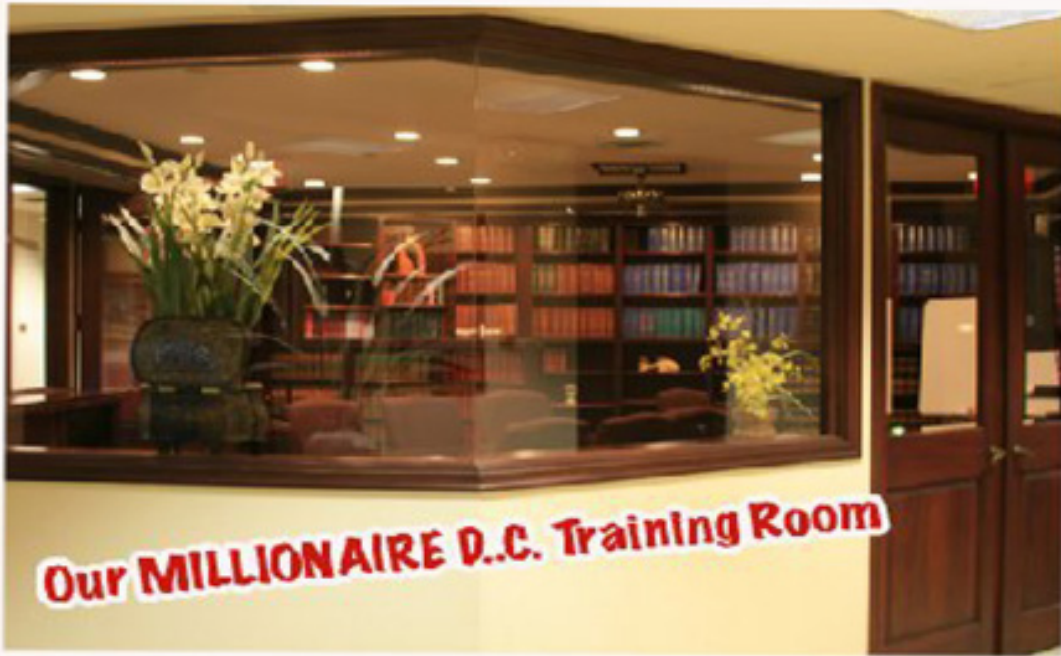
**Easily Accessible (10 Minutes) From  
P.B.I. (Palm Beach International Airport)**

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES<sup>®</sup>

## The Concierge Coaches Training (Bootcamp) Center



Our **MILLIONAIRE D.C. Training Room**



Our **CHIROPRACTIC "BOARD ROOM"**

888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)

# CONCIERGE COACHES®

*The Integrated Practice creates a "HEALTH CARE MALL of SERVICES!!!"*



## The Health-Care "MALL of SERVICES"

- Chiropractic
- Medicine
- Rehabilitation
- Nutrition
- Physical Therapy
- Laser
- Decompression
- Weight-Loss
- Massage
- Cosmetic Chiropractic
- Acupuncture
- D.M.E.

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®

## “DISC CENTERS of AMERICA”

### “SAMPLE ADS”



# DISC

## CENTERS of AMERICA™

**“DISC-ASTER”**

BACK PAIN  
LEG PAIN  
SCIATICA

**Bulging-Herniated-Worn DISCS**

When you have BACK PAIN it could be a DISASTER or as we see in our office a “DISC-ASTER”, DISC problems are responsible for a MAJORITY of Back Problems.

Call today for your FREE Disc Evaluation and let us help you get BACK to your OLD SELF!

**FREE BACK EXAM** - \$100 Value  
Includes Doctor Consultation, Exam & Review of Findings

555-555-5555  
ADDRESS-CITY

*“It Feels Like a”*

**A TOOTHACHE in My BACK!**

**Bulging-Herniated-Worn DISCS**

Bulging - Herniated - Worn Spinal Discs are the #1 reason

In causing:

- BACK PAIN
- LEG PAIN
- NUMBNESS
- TINGLING
- SCIATICA
- RADIATING PAIN
- SHARP PAIN
- THROBBING PAIN & MORE!!

If you feel like you have a “TOOTHACHE in YOUR Back” then call us IMMEDIATELY!!

www.Website.com

**FREE BACK EXAM** - \$100 Value  
Includes Doctor Consultation, Exam & Review of Findings

**GET CHECKED NOW!**

123 Main Street, ANYTOWN  
555-555-5555

**Ads, Inserts, Flyers, Postcards,  
E-Mail Blasts, Web Clicks,  
Mailers, Web Posts & MORE!!!**

**888-990-9660 www.ConciergeCoaches.com**

# CONCIERGE COACHES®

## “LASER CENTERS of AMERICA”

### “SAMPLE ADS”



# LASER

## PAIN CENTERS of AMERICA™

**RELIEF**  
*At The Speed of Light!*

**FREE LASER**  
Evaluation  
\*up to 150 minutes  
\$150 value



(CITY) LASER RELIEF TREATMENT CENTER  
**BACK PAIN-NECK PAIN-INJURIES  
HEADACHES - JOINT PAIN**  
To Schedule Call:  
**555-555-5555**

**LASER**  
PAIN CENTERS of AMERICA

Dr. (Name), D.C. 123 Main Street - City

**COLD LASER Relief**

**“LASER Spells R-E-L-I-E-F”**

- BACK PAIN
- LEG PAIN
- SCIATICA
- SHOOTING PAIN
- NECK PAIN
- SHOULDER PAIN
- NUMBNESS
- DISC PROBLEM
- KNEE PAIN
- ELBOW PAIN
- CARPAL TUNNEL
- BURSITIS
- TENDONITIS
- ARTHRITIS

**FREE\* LASER RELIEF CONSULTATION**

www.laserpain.com      1-800-555-5555

**LASER**  
PAIN CENTERS of AMERICA

**BE SEEN TODAY!**

CALL TO SCHEDULE TODAY: **555-555-5555**

Dr. (NAME)  
Address - CITY

**Ads, Inserts, Flyers, Postcards,  
E-Mail Blasts, Web Clicks,  
Mailers, Web Posts & MORE!!!**

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®

## “PALM BEACH MASSAGE Centers”

### “SAMPLE ADS”



**ARE YOU READY FOR YOUR  
30 MINUTE  
TROPICAL VACATION?**

*Palm Beach Massage Centers  
Presents*

**\$15 MASSAGE**  
30 Minute  
Normally \$35 - 1x only

**Call Today While They Last**  
**555-555-5555**  
123 Main Street, Anytown

An illustration of a woman lying on her stomach, receiving a massage. The woman has dark hair and is wearing a white flower in her hair. The background is a light blue and green color with palm fronds.

**MASSAGE**  
*Luxury* OR NECESSITY?

<b>LUXURY</b> FEELS GREAT! I WANT IT! I DESERVE IT!	<b>NECESSITY</b> REDUCES STRESS! REPAIRS MUSCLES! RELIEVES PAIN!
--	---

Whether it's **LUXURY** or **NECESSITY**,  
it's time to call "PALM BEACH MASSAGE CENTERS"

**30 MINUTE MASSAGE  
ONLY \$15** WITHIN TOWN

A photograph of a woman lying on her stomach, receiving a massage. She has dark hair and is wearing a white flower in her hair. The background is a light blue and green color with palm fronds.

**(555) 555-5555**  
123 Main Street - Anytown

**Ads, Inserts, Flyers, Postcards,  
E-Mail Blasts, Web Clicks,  
Mailers, Web Posts & MORE!!!**

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# CONCIERGE COACHES<sup>®</sup>

## “PALM BEACH SLIM Weight Loss”

### “SAMPLE ADS”



**PALMBEACHSLIM**<sup>®</sup>  
Doctors Weight Loss Centers

**GET SLIM!**

**“DOCTOR”  
SUPERVISED  
SAFE  
&  
GUARANTEED!!!**



**FREE WEIGHT LOSS  
EVALUATION**  
(\$75 Value-Exp. 3 Weeks)  
**CALL NOW : 555-555-5555**

To **LEARN** how to shed pounds and keep them off  
call today to schedule your  
**STRESS FREE “NO COST-NO OBLIGATION”**  
weight loss consultation with our doctor today!!



**PALMBEACHSLIM**  
Doctors Weight Loss Centers

ADDRESS/CITY

**“Your Weight Loss Can Begin TODAY”**

**WEIGHT LOSS GOALS!**  
Doctor Supervised & Supported Weight Loss



**WEIGHT LOSS  
EVALUATION \$19**  
Lab ON-SITE



At **PALM BEACH SLIM** Weight Loss Centers  
you learn how, with the right tools  
to **CONTROL** your weight.  
Don't be **SHAMED** & start taking charge of  
your weight **TODAY**. It also is **NOSE!**  
**You Can Be SEEN TODAY!**



**PALMBEACHSLIM**  
Doctors Weight Loss Centers

**555-555-5555**  
Address/CITY

**Ads, Inserts, Flyers, Postcards,  
E-Mail Blasts, Web Clicks,  
Mailers, Web Posts & MORE!!!**

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®

## “PRIME CARE Centers”

## “SAMPLE ADS”



**From Physicals to Accidents**

### Need a Dr.? +

*Need a Physical or Involved in an Accident?*  
At HEALTH-1st there's no long wait & appointments aren't necessary. Our staff of medical professionals will see you in minutes and you'll be back on your way in no time. **Just Walk Right In!**

**PHYSICALS \$25**  
- SCHOOL  
- SPORTS  
- EMPLOYMENT

**OPEN LATE!**  
No Appointments Necessary

Alice I. Feniquito, M.D.  
Consulting Physician  
Dr. Perry M. Bard, D.C.  
Director

**Relief From...**

- Auto Accidents
- Sports Injuries
- Work Injuries

**HEALTH-1st**

**INJURY CARE + WALK-IN CLINIC**

**561-640-9999**

4215 Okeechobee Blvd. • Suites H-I, West Palm Beach, FL 33409

**FROM PHYSICALS TO ACCIDENTS**

### NEED a Dr? +

*Need a Physical or Involved in an Accident?*

At PRIMECARE there's no long wait & appointments are easy & simple. Our staff of medical professionals will see you in minutes and you'll be back on your way in no time.

**You Can Be SEEN TODAY!**

(Consulting M.D.)  
Self Physician  
(Your Name)  
Director

**PHYSICALS \$19**  
-SCHOOLS  
-SPORTS  
-EMPLOYMENT

**OPEN LATE!**  
NO APPOINTMENTS  
FOR PRIORITY

**Relief from...**

- Auto Accidents
- Sports Injuries
- Work Injuries

**PrimeCare**  
(C.C.P.C.)

**INJURY CARE + WALK-IN CLINIC**

**PHONE #**  
(ADDRESS)

**Ads, Inserts, Flyers, Postcards,  
E-Mail Blasts, Web Clicks,  
Mailers, Web Posts & MORE!!!**

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®

## The "ULTIMATE" Decompression Success Program

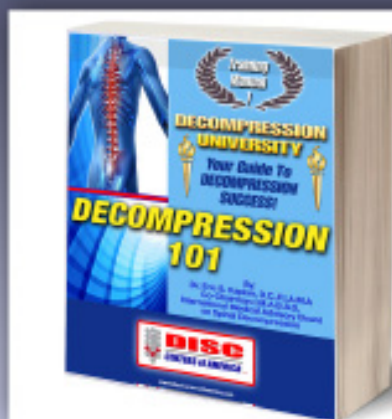


## The MOST Complete Guide To Everything DECOMPRESSION!!!

Written by Dr. Eric Kaplan, D.C., F.I.A.M.A., President of Disc Centers of America, Co-Chairman of The International Medical Advisory Board on Spinal Decompression and Creator and Lead Instructor of The National Spinal Decompression Certification Program at Parker University.

## DECOMPRESSION 101 "THE COMPLETE MANUALS"

Dr. Eric Kaplan, D.C., F.I.A.M.A. - Pres. Disc Centers of America - Co-Chairman International Medical Advisory Board on Spinal Decompression  
Chairman - National Spinal Decompression Certification Program - Parker University



The MOST Complete Guide To Everything DECOMPRESSION!!!

888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)



# CONCIERGE COACHES®

## The "ULTIMATE" Decompression Success Program



## *The MOST Complete Guide To Everything DECOMPRESSION!!!*

- SECTION-1
- Chapter-1  
The Back Pain Epidemic
- Chapter-2  
Understanding Back Pain
- Chapter-3  
Serving Patients Better
- Chapter-4 Attitude
- Chapter-5  
People Skills In The Office
- Chapter-6  
Time Management
- Chapter-7  
History of Decompression
- Chapter-8  
How To Get New Decompression Patients
- Chapter-9  
Cash Or Insurance?
- Chapter-10  
The Telephone - Your First Contact
- Chapter-11  
Advanced Assistant Script & Telephone Procedures
- Chapter-12  
The New Disc Centers of America Patient
- Chapter-13 Patient Categories
- Chapter-14  
The Decompression Consultation - DC
- Chapter-15 Examination Protocols
- Chapter-16  
Staffs Release Procedures

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# CONCIERGE COACHES®

## The "ULTIMATE" Decompression Success Program



## **The MOST Complete Guide To Everything DECOMPRESSION!!!**

Chapter-17  
Preparing For The Report of Findings  
Chapter-18 The Close  
Chapter-19  
Assistant Sample Script & Procedure  
Chapter-20  
Disc Maintenance Retention Program  
Chapter-21  
Reactivating Patients For Decompression  
Chapter-22 Treatment Protocols  
Chapter-23 Research Studies  
Chapter-24  
Cardinal Rules of Decompression Success

SECTION 2  
Chapter-25 Billing & Coding  
Chapter-26 Documentation  
Chapter-27 Billing

SECTION 3  
Chapter-28  
The Marketing Customer Service Equation  
Chapter-29  
The M.D. Referral Script  
Chapter-30  
Marketing Personnel & Examples  
Chapter-31  
More Marketing Examples  
Chapter-32  
The Value of a Satisfied Patient  
Chapter-33  
Leased Access Programming

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®

## The “ULTIMATE” Decompression Success Program



## *The MOST Complete Guide To Everything DECOMPRESSION!!!*

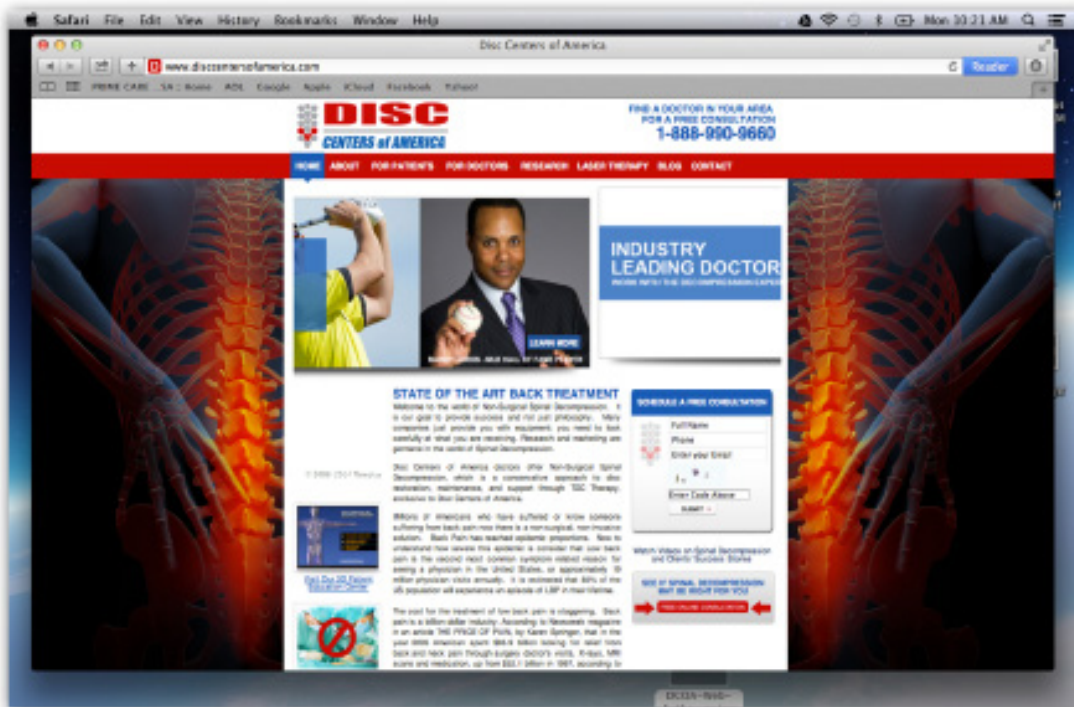
Chapter-34  
Running a Clinic Workshop  
Chapter-35  
Low Key Promotions That Generate New Patients

SECTION-4  
Chapter-36  
Diagnostic & Rehabilitation  
Chapter-37  
Physical Medicine & Rehabilitation  
Chapter-38  
The Rehab Program  
Chapter-39  
Physical Medicine (PT) & Rehab  
Chapter 40  
Physical Medicine (PT) & Rehab (Continued)  
Chapter 41 Forms & Letters  
Chapter 42  
Back Surgery Power Point  
Chapter 43 Research  
Chapter 44  
More Forms & Letters  
Chapter 45  
Massage Processing  
Chapter 46  
Website

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# CONCIERGE COACHES<sup>®</sup>

## The "ULTIMATE" Decompression Success Program

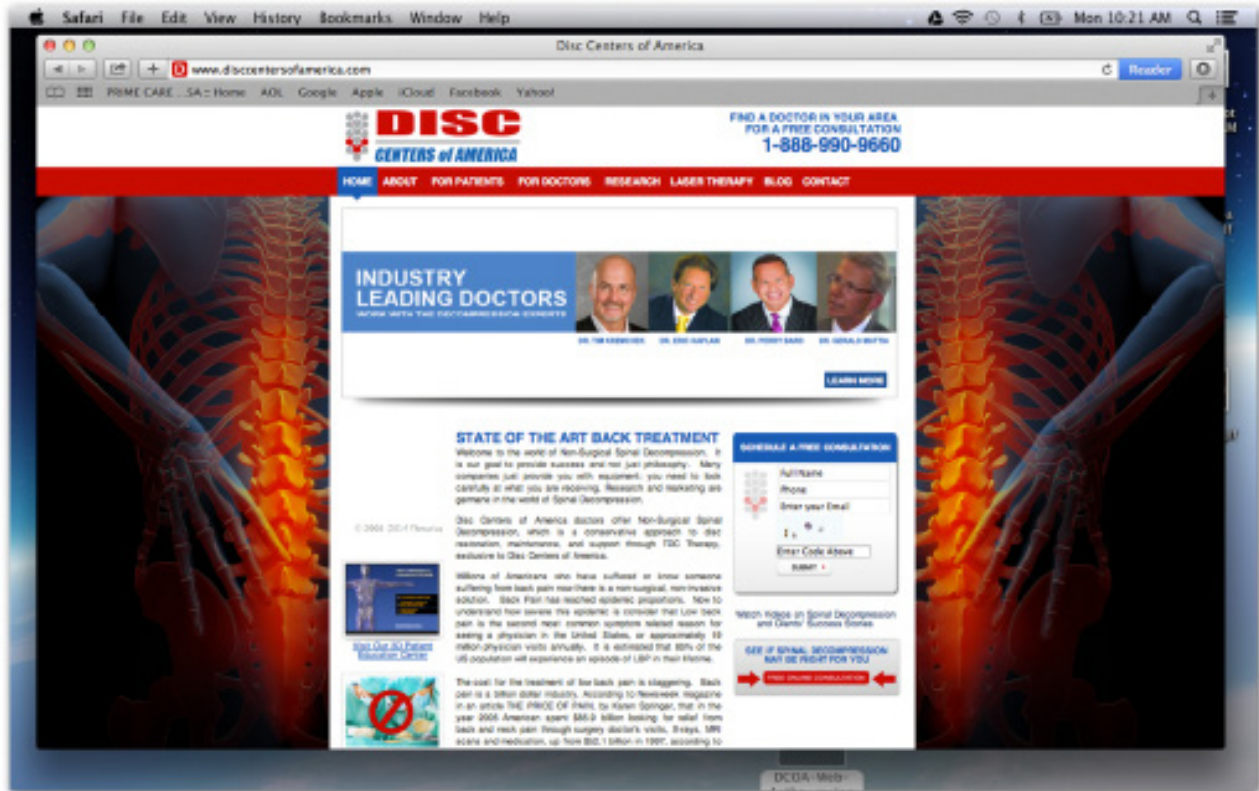


888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)



# CONCIERGE COACHES®

## The "ULTIMATE" Decompression Success Program



888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)

# CONCIERGE COACHES®

This is NOT HMO Consulting where you sit with 50-100 doctors & you all learn the same thing. This is a:

## COMPLETE BENEFIT PACKAGE:

100% COMPLETELY PERSONALIZED TO YOU!!!

- ☑ -Provides 19 operational practice manuals
- ☑ -Provides over 20+ Different Marketing Systems
- ☑ -Provides ALL Graphic design work PERSONALIZED to EACH doctor, (HUGE VALUE).
- ☑ -Provides UNLIMITED FREE doctor & staff training Bootcamps
- ☑ -Provides a Stand-Alone Set of 3 Spinal Decompression Manuals
- ☑ -Provides all Client Doctors with a Complimentary Subscription to STREET SMART DC
- ☑ -Provides all client doctors with their cell & home phone #'s & UNLIMITED PHONE CALLS to BOTH COACHES!!!
- ☑ -Provides a "1-Day MBA" TEST DRIVE Program
- ☑ -Provides a Monthly and Yearly Program Option with NO Upselling, EVER!!! (Just 1 Fee).
- ☑ -Provides a written financial guarantee to ALL clients

***"MEMBERSHIP HAS IT'S PRIVELEGES"!***

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®

## HOW DOES YOUR CHIROPRACTIC CONSULTANT MATCH UP?

### *It Pays To COMPARE!*

Not all Chiropractic Consultants (Coaches) are created equal. On the surface many Chiro-Consultants appear similar however as you **"PULL BACK THE LAYERS"** most doctors find that there are **"DRAMATIC & POWERFUL"** differences. As the saying goes, **"INQUIRING MINDS WANT TO KNOW"**.

There's an abundance of **"BOLD CLAIMS"** from income generated by these "coaches" and their "clients" to premature retirements to going from **"rags to riches"** in record breaking time. Often their testimonials are **"curious"** as some Chiro-Coaches have even utilized **family members for their quotes.**

In addition, a host of these Chiro Consultant/Coaches **NEVER** practiced (non-D.C.), **NEVER** utilized what they claim to teach, have been **bankrupted**, (more than once) and often utilize **"inflated #'s"** which when **"push comes to shove"** can't be validated when audited.

The reality is **MOST** Chiropractors are wise enough to be able to compare **"Apples to Oranges"** and understand that we are all products of our business & personal circles.

### *How does YOUR CHIRO-COACH MATCH UP?*

In the never ending pursuit of finding the **RIGHT** Chiro-Coach to help **YOU REACH YOUR PRACTICE & PROFIT POTENTIAL**, below is a simple comparative to help you make the process seamless and informative. Although most Chiro Consultants/Coaches have something to offer their "clients" the reality is most savvy **"Chiropreneurs"** want everything from **"Bang For The Buck"** to **"No Contract Relationships"** to actual **"Guarantees"**. **The fact is that's the way it should be!**

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# **CONCIERGE COACHES®**

## **HOW DOES YOUR CHIROPRACTIC CONSULTANT MATCH UP?**

***It Pays To COMPARE!***

***How does YOUR CHIRO-COACH MATCH UP?***

**Where does it start?**

**It starts with asking the RIGHT questions. Since CREDIBILITY, REPUTATION & RESULTS goes a long way in the next few pages is a list of **100 QUESTIONS** starting with:**

***HAS YOUR CHIROPRACTIC CONSULTANT/COACH.....?***

***DOES YOUR CHIROPRACTIC CONSULTANT/COACH.....?***

***IS YOUR CHIROPRACTIC CONSULTANT/COACH.....?***

**Take a **GOOD, HARD, STRONG** look at the Business/Practice/Life RESUME that **CONCIERGE COACHES,**  
(Dr. Eric Kaplan & Dr. Perry Bard)  
have created **OVER 63 Combined YEARS!!****

**LEARN what it takes to Be # 1.  
LEARN what it takes to Stay # 1.**

**Check it out!!!**

**CALL TODAY - Toll Free: 888-990-9660**

[www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®

## **ASK:**

***HAS YOUR CHIROPRACTIC CONSULTANT/COACH.....?***  
***DOES YOUR CHIROPRACTIC CONSULTANT/COACH.....?***  
***IS YOUR CHIROPRACTIC CONSULTANT/COACH.....?***

**CONCIERGE COACHES = YES!!!**

- 1 -Personally treated over 200 patients per day, EVERY DAY for years
- 2 -Owned & operated 6 Multi-Million dollar clinics
- 3 -Personally managed over 150 clinics as C.O.O. of parent company
- 4 -President & C.O.O. of parent company for NUTRISYSTEM weight loss
- 5 -Award winning #1 best selling author, "Lifestyles of the Fit & Famous"
- 6 -Award winning Amazon #1 best selling author, "The 5-Minute Motivator"
- 7 -Award winning - Literary Arts Award Winner.
- 8 -Created the ONLY college endorsed National Spinal Decompression program
- 9 -Created the licensing & formulation for Disc Centers of America.
- 10 -Created the licensing & formulation for Laser Pain Relief Centers of America
- 11 -Created the licensing & formulation for Palm Beach Massage Centers.
- 12 -Created the licensing & formulation for PRIMECARE Health Centers
- 13 -Worked directly with and/or treated athletes from Major League Baseball, (MLB)
- 14 -Worked directly with and/or treated athletes from the National Basketball Association, (NBA)
- 15 -Worked directly with and/or treated athletes from the National Basketball Association, (NBA)
- 16 -Worked directly with and/or treated athletes from the Woman's Tennis Association, (WTA)
- 17 -Worked directly with and/or treated athletes from the Professional Golfers Association, (PGA)
- 18 -Worked directly with and/or treated athletes from the National Physique Committee, (NPC)
- 19 -Worked directly with and/or treated representatives from the TRUMP Organization
- 20 -Worked directly with and/or treated representatives from the Screen Actors Guild, (SAG)

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# CONCIERGE COACHES®

## ASK:

***HAS YOUR CHIROPRACTIC CONSULTANT/COACH.....?  
DOES YOUR CHIROPRACTIC CONSULTANT/COACH.....?  
IS YOUR CHIROPRACTIC CONSULTANT/COACH.....?***

**CONCIERGE COACHES = YES!!!**

- |    |   |
|----|---|
| 21 | -Worked directly with and/or treated representatives from the ESPN Network        |
| 22 | -Saw over 20 NEW Paying Patients per day for 4 years straight, (single office)    |
| 23 | -Reached #1 as the Most Followed Twitter Chiropractor in the Country              |
| 24 | -Been Approved as CEU Instructor lecturing for 14 different states                |
| 25 | -Been Approved as instructor for teaching Compliance & OIG guidelines             |
| 26 | -Became a Certified Compliance Officer  |
| 27 | -Served as Chiropractic College Commencement Speaker                              |
| 28 | -Created & implements the most popular, time-tested, Medical integration program  |
| 29 | -Current-International Medical Advisory Board for Spinal Decompression-CoChairman |
| 30 | -National Television Appearance - "Featured" - Dr. Oz                             |
| 31 | -National Television Appearance - "Featured" - Good Morning America               |
| 32 | -National Television Appearance - "Featured" - Anderson Cooper                    |
| 33 | -National Television Appearance - "Featured" - Montel Williams                    |
| 34 | -National Television Appearance - "Featured" - Prime Time Live                    |
| 35 | -National Television Appearance - "Featured" - Entertainment Tonight              |
| 36 | -National Television Appearance - "Featured" - The Insider                        |
| 37 | -National Television Appearance - "Featured" - ABC Network                        |
| 38 | -National Television Appearance - "Featured" - CNN Network                        |
| 39 | -National Television Appearance - "Featured" - CNBC Network                       |
| 40 | -National Television Appearance - "Featured" - FOX Network                        |

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®

## ASK:

**HAS YOUR CHIROPRACTIC CONSULTANT/COACH.....?  
DOES YOUR CHIROPRACTIC CONSULTANT/COACH.....?"  
IS YOUR CHIROPRACTIC CONSULTANT/COACH.....?"**

**CONCIERGE COACHES = YES!!!**

- 41 -National Television Appearance - "Featured" - CBS Network
- 42 -National Television Appearance - "Featured" - NBC Network
- 43 -Provide 18 operational practice manuals
- 44 -Provide a complimentary subscription to STREET SMART DC Monthly Newsletter
- 45 -Served as Corporate Turnaround Specialist taking company to over 40 Million in 1 year
- 46 -Served as Corporate Turnaround Specialist tripled stock price in 1 year
- 47 -Donated a \$100,000 Decompression Table to Parker University Clinic
- 48 -Served as Special Advisor to the Presidents Council on Physical Fitness & Sports
- 49 -Served as Special Advisor to the USA Today Newspaper
- 50 -Served as State Assemblyman - International Chiropractic Association
- 51 -Served as Chairman Council on Sports & Fitness - FCS
- 52 -Been an Appointee Inner Golden Circle - Life University
- 53 -Received the Fellowship Award - New York Chiropractic College
- 54 -Certified in Chiropractic Hospital Privileges & Protocols
- 55 -Served on the Advisory Board & Ongoing Contributor to The American Chiropractor Magazine
- 56 -Been Featured on the Cover of the Today's Chiropractic Magazine Twice
- 57 -Been Featured on the Cover of The American Chiropractor
- 58 -Been featured on 84 Separate LIVE National Radio Appearances as a Featured Guest
- 59 -Created the [www.MBA1Day.com](http://www.MBA1Day.com) Program
- 60 -Former NPC Judge & Created the [CLUBCARE](http://www.CLUBCARE.com) Health Club Marketing System

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# CONCIERGE COACHES®

## ASK:

**HAS YOUR CHIROPRACTIC CONSULTANT/COACH.....?  
DOES YOUR CHIROPRACTIC CONSULTANT/COACH.....?"  
IS YOUR CHIROPRACTIC CONSULTANT/COACH.....?"**

**CONCIERGE COACHES = YES!!!**

- |    |   |
|----|---|
| 61 | -Only Doctor to Serve on State Judicial Review Panel appointed by the State Bar                   |
| 62 | -Doctor for The Miss Universe Pageant   |
| 63 | -Doctor to The TRUMP Family   |
| 64 | -Both sons are Physicians - 1 M.D. + 1 D.C.   |
| 65 | -Both doctors are married (same woman) 35 years & 22 years respectively, (Honor)                  |
| 66 | -Both doctors own their multi-million dollar houses with completely ZERO debt, (Credibility)      |
| 67 | -Both doctors have been together for 26 years, (Loyalty)  |
| 68 | -Created the <a href="http://www.MBA1Day.com">www.MBA1Day.com</a> Program                         |
| 69 | -Served as Special Advisor to USA Today Newspaper with The Surgeon General                        |
| 70 | -Became a Certified CPT Coder   |
| 71 | -Provides all Client Doctors with a Complimentary Subscription to STREET SMART DC                 |
| 72 | -Has written and provides all clients the CONCIERGE COACHES Practice Protocols & Mgmt. Manual     |
| 73 | -Has written and provides all clients the CONCIERGE COACHES Diagnostic & Rehab. Procedures Manual |
| 74 | -Has written and provides all clients the CONCIERGE COACHES Practice Comprehensive Forms Manual   |
| 75 | -Has written and provides all clients the CONCIERGE COACHES Practice Compliance Policy Manual     |
| 76 | -Has written and provides all clients the CONCIERGE COACHES Practice OSHA Policy Manual           |
| 77 | -Has written and provides all clients the CONCIERGE COACHES Practice HIPPA Policy Manual          |
| 78 | -Has written and provides all clients the CONCIERGE COACHES Practice Office Policy Manual         |
| 79 | -Has written and provides all clients the CONCIERGE COACHES Practice Employee Manual              |
| 80 | -Has written and provides all clients the CONCIERGE COACHES Practice CA Procedures Manual         |

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®

## ASK:

**HAS YOUR CHIROPRACTIC CONSULTANT/COACH.....?  
DOES YOUR CHIROPRACTIC CONSULTANT/COACH.....?"  
IS YOUR CHIROPRACTIC CONSULTANT/COACH.....?"**

**CONCIERGE COACHES = YES!!!**

- |     |  |
|-----|--|
| 81  | -Has written and provides all clients the CONCIERGE COACHES Practice Personal Injury Manual          |
| 82  | -Has written and provides all clients the CONCIERGE COACHES Practice Neuromuscular Conditions Manual |
| 83  | -Has written and provides all clients the CONCIERGE COACHES Multidisciplinary Manual                 |
| 84  | -On Board for MicroLight Laser   |
| 85  | -Named President of his House of Worship   |
| 86  | -PARKER Vegas National Lecturer  |
| 87  | -Featured National Book Signing Tour (Barnes & Noble).   |
| 88  | -Editorial Board - InPractice Magazine   |
| 89  | -Best selling author - "5 Minutes to Wellness"   |
| 90  | -Founder of Medical Diagnostic Imaging of America, (X-Ray Digitization)                              |
| 91  | -Author & Columnist for the New York Knicks & Sports Illustrated                                     |
| 92  | -Helped create marketing & protocols for <u>Nutrisystem</u>  |
| 93  | -National Television Appearance - "Featured" - The TODAY Show  |
| 94  | -Has lobby in House of Worship named after him   |
| 95  | -Provides a written financial guarantee to ALL clients   |
| 96  | -Provide ALL Graphic design work PERSONALIZED to EACH doctor   |
| 97  | -Provide a Stand-Alone Spinal Decompression Manual (1000+Pages)                                      |
| 98  | -Provide unlimited FREE doctor & staff training Bootcamps  |
| 99  | -Provide over 20+ Different Marketing Systems  |
| 100 | -Passed the GOOGLE name search test revealing an impeccable resume & history                         |

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# **CONCIERGE COACHES®**

## **HOW DOES YOUR CHIROPRACTIC CONSULTANT MATCH UP?**

***It Pays To COMPARE!***

***How does YOUR CHIRO-COACH MATCH UP?***

### **CONCIERGE COACHES:**

- CREDIBILITY**
- EXPERIENCE**
- REPUTATION**
- HISTORY**
- RESPECT**
- KNOWLEDGE**
- FLEXIBILITY**
- COMMITMENT**
- RESULTS**

**In a world of MANY Choices,  
the REALITY is 1 Chiropractic Consultant  
Stands Above!!!**

**Ask BETTER Questions.  
You DESERVE BETTER Answers!**

**Dr. Eric Kaplan + Dr. Perry Bard = CONCIERGE COACHES**

**CONCIERGE COACHES + YOU = SUCCESS!**

**CALL TODAY - Toll Free: 888-990-9660**

[www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



**CONCIERGE COACHES®**

# HOW TO BUILD THE MILLION DOLLAR PRACTICE!



**TAKE THE CONCIERGE COACHES NEW PATIENT MARKETING  
120+ DIFFERENT IMPLEMENTATION ACTION STEPS  
TEST**

**\*Send an E-Mail to: [info@ConciergeCoaches.com](mailto:info@ConciergeCoaches.com)  
for your FREE Download Packet**

**DOCTORS BLUEPRINT**

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# CONCIERGE COACHES®



***In the world of "Social Media",  
1 Name stands ABOVE THE REST.....***

**Learn why Dr. Eric Kaplan is the  
"#1 MOST FOLLOWED CHIROPRACTOR"  
IN THE WORLD!**

**(Last Count, 206,000+ Followers)**

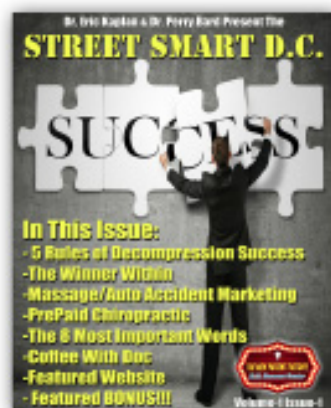
**Visit: [www.Twitter.com/DrEKaplan](http://www.Twitter.com/DrEKaplan)  
& Join The Masses To Be Part of the Wave!**



**206,000  
Followers!**



# CONCIERGE COACHES®



and **THE NEW PATIENT FACTORY** present the:  
**STREET SMART DC Practice Profit Strategies**  
Monthly Newsletter.

**Chiropractor + Entrepreneur =  
“A CHIROPRENEUR”**

**What is a “CHIROPRENEUR”?**  
**Definition:**

**A “STREET SMART” DC who understands the  
POWER to leverage their “DR” title  
into Business & Practice  
GROWTH opportunities by  
continually enhancing their business  
acumen by increasing their “AWARENESS”!!!**

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# CONCIERGE COACHES®

INTRODUCING:

**THE STREET SMART DC PRACTICE PROFIT NEWSLETTER**  
*A Progressive D.C. Business Building Info Newsletter Covering  
The Latest Tips, Tools, Strategies & Secrets  
To Creating A More Profitable Healthcare Business*

**What is a STREET SMART D.C.?**

*Let's be Frank!!! Some Chiropractors simply just "GET IT".  
Some Chiropractors have the ability to "ZONE-IN"  
as to what works & have the ability to put up  
practice numbers that make most D.C.'s  
DROOL WITH ENVY!!!*

*The STREET SMART D.C. is a MONTHLY  
Practice Growth Newsletter.  
Each volume is filled with a host of different  
"GOLDEN NUGGETS" for:*

- Pain Relief**
- Decompression**
- Laser**
- Weight Loss**
- Auto Accidents**
- Massage**
- Wellness**
- & MORE!!!**

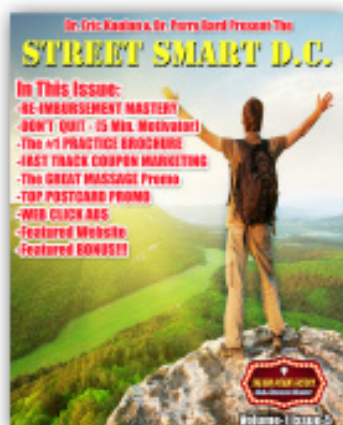


**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®

For over 25 years Drs. Kaplan & Bard have surrounded themselves with & attracted CHIROPRACTORS who understand that having “STREET SMARTS” supersedes EVERYTHING when it comes to creating PRACTICE PROFIT!!! After multiple requests to “SHARE THE WEALTH” they created a monthly “INSIDERS” newsletter to “REVEAL WHAT’S WORKING” in the LARGEST practices today.



Included: Example

- Ads
- Inserts
- Flyers
- Postcards
- Scripts
- Web Materials
- Free Reports
- Displays
- Stationary
- Business Cards
- Coupons
- Brochures
- Workshops
- Health Passes & MORE!!!



\*ALL Client Doctors Receive a **FREE** Subscription!

888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)



# CONCIERGE COACHES®

ALL Client Doctors Receive a **FREE** Subscription!

Dr. Eric Kaplan & Dr. Perry Bard Present The  
**STREET SMART D.C.**



**SUCCESS**

**In This Issue:**

- 5 Rules of Decompression Success
- The Winner Within
- Massage/Auto Accident Marketing
- PrePaid Chiropractic
- The 8 Most Important Words
- Coffee With Doc
- Featured Website
- Featured BONUS!!!

THE NEW PAIN FACTORY  
U.S. Business Doctor

Volume-1 Issue-1

Dr. Eric Kaplan & Dr. Perry Bard Present The  
**STREET SMART D.C.**

*"The Road To Success is Always Under Construction"*  
.....Dr. Eric Kaplan



**In This Issue:**


- 5 Minutes To Awaking Your Talents
- Golden Rules of Massage Marketing
- Chiropractic Drug Company Promo
- Affordable Decompression
- Eliminate Pain Displays
- Featured Website
- Featured BONUS!!!

THE NEW PAIN FACTORY  
U.S. Business Doctor

Volume-1 Issue-2

Dr. Eric Kaplan & Dr. Perry Bard Present The  
**STREET SMART D.C.**

Volume-1 Issue-3



**In This Issue:**

- The MILLION \$\$\$ Practice Blueprint
- BACK PAIN Breakthrough Promo
- The #1 ATTORNEY Mailer
- The RECALL Set
- The SKINNY Weight Loss Promo
- DECOMPRESSION Promo
- Featured BONUS!!!
- & MORE...

THE NEW PAIN FACTORY  
U.S. Business Doctor

**SUCCESS**

Dr. Eric Kaplan & Dr. Perry Bard Present The  
**STREET SMART D.C.**

**In This Issue:**

- GRAND OPENING Massage Marketing
- GOALTENDING (5 Min. Motivator)
- PIGGYBACK Marketing (P.I.)
- DECOMPRESSION Call To Action
- WEIGHT LOSS Mania
- Featured Website
- Featured BONUS!!!



THE NEW PAIN FACTORY  
U.S. Business Doctor

Volume-1 Issue-4

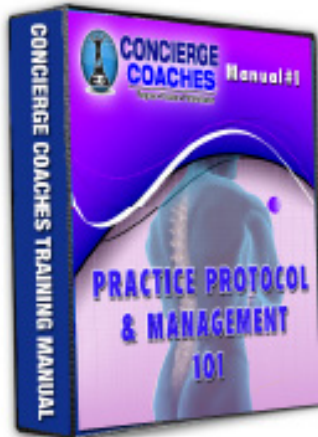
888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)



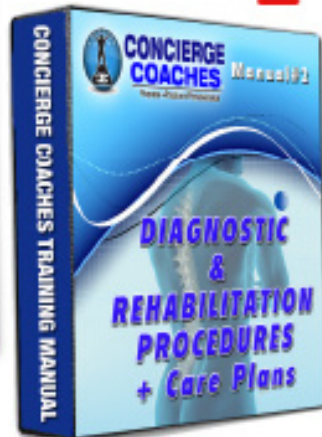
# CONCIERGE COACHES<sup>®</sup>

## “THE MANUALS” (A.K.A. - THE GAME PLAN - PLAYBOOKS)

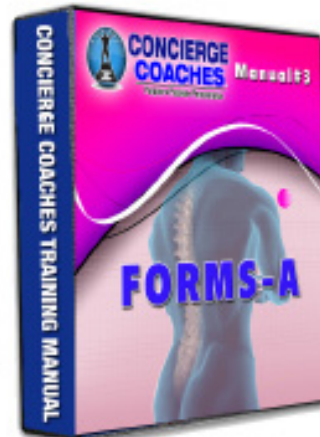
### 1-4



Practice Protocol & Management



Diagnostic & Rehabilitation Procedures & Care Plans



Complete Forms- A

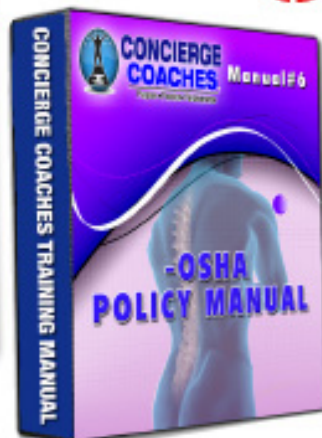


Complete Forms - B

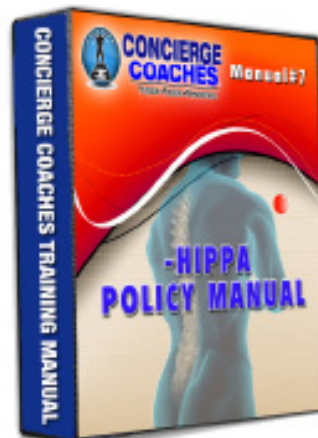
### 5-8



Compliance Policy Manual



OSHA Policy Manual



HIPPA Policy Manual



Office Policy Manual



# CONCIERGE COACHES®

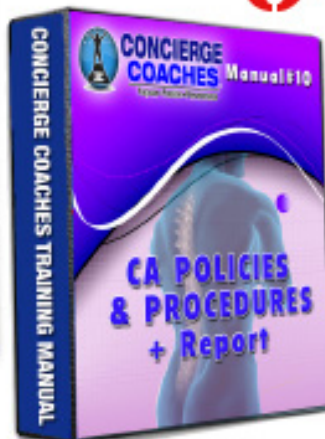
## “THE MANUALS”

(A.K.A. - THE GAME PLAN - PLAYBOOKS)

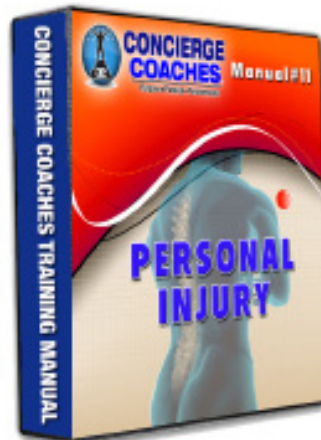
### 9-12



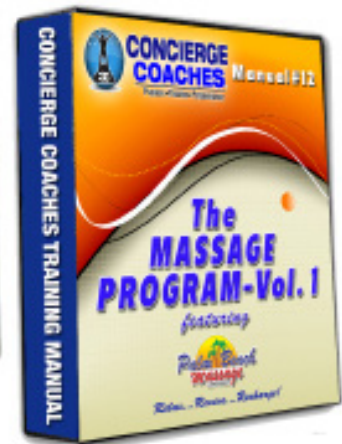
Employee Handbook  
Cardinal Rules Success  
Goal Book



CA Policies &  
Procedures +  
Report

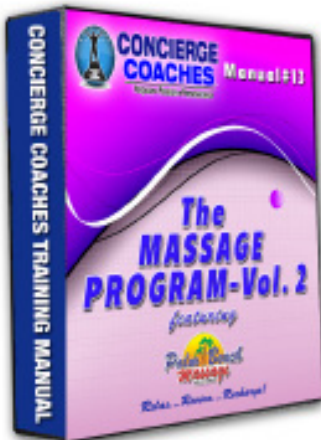


Personal  
Injury

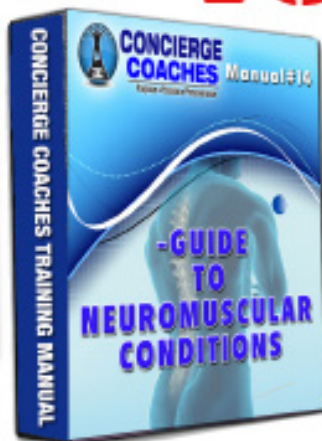


The Massage  
Program - Vol. 1

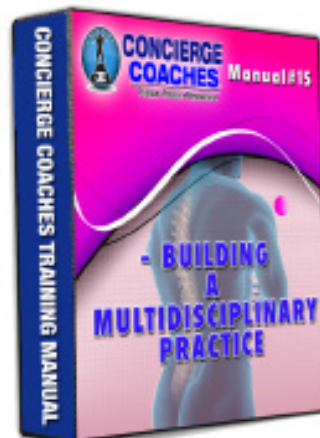
### 13-16



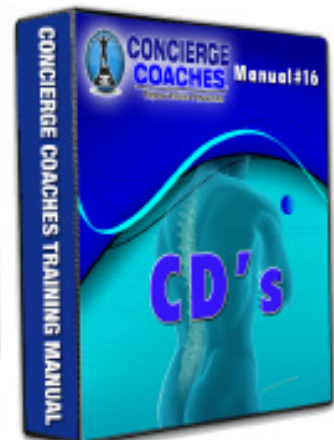
The Massage  
Program - Vol. 2



Guide To  
Neuromuscular  
Conditions



Building A  
MultiDisciplinary  
Practice



Complete Manual  
Set on  
CD's

888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)



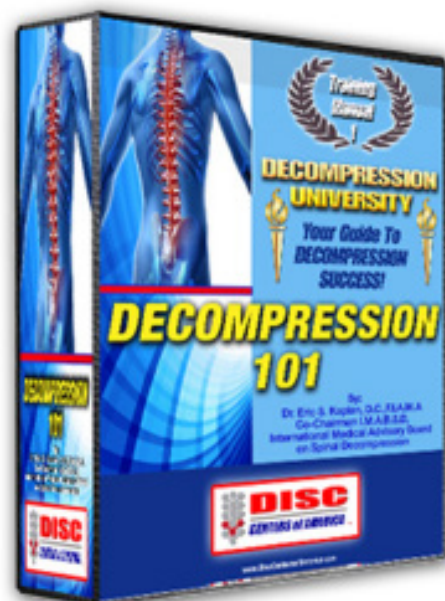
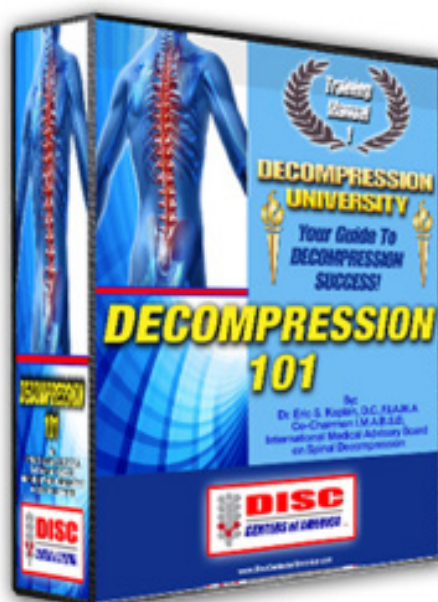
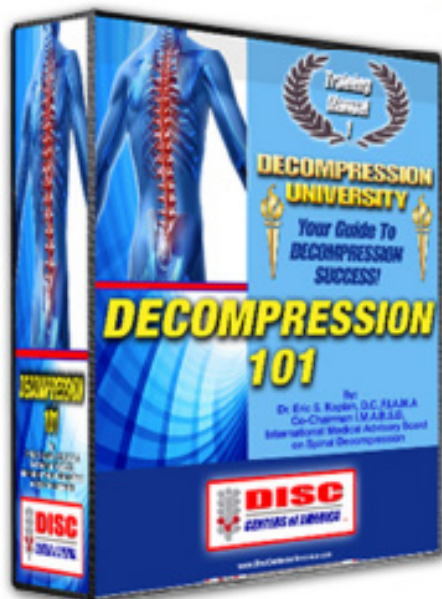
# CONCIERGE COACHES<sup>®</sup>

## “DECOMPRESSION 101”

# “THE COMPLETE MANUALS”

## OVER 1000+ Pages

### SET of 3



### W/CD's



888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)



# CONCIERGE COACHES<sup>®</sup>



**"LUXURY"  
MASSAGE  
MARKETING**



**"HEALTH-CARE"  
MALL of SERVICES  
MARKETING**



**"TARGETED"  
DECOMPRESSION  
MARKETING**



**"WIN-WIN"  
INTEGRATED  
MARKETING**



**"MONTHLY"  
REFERRAL  
MARKETING**



**"IN-HOUSE"  
SCREENINGS  
MARKETING**



**"PERSONALIZED"  
PROFILE  
MARKETING**



**"FILM-ON-FILE"  
DIAGNOSTIC  
MARKETING**



**"TRAUMA-NETWORKED"  
ACCIDENT  
MARKETING**  
*FEATURING: AUTOBENEFIT<sup>™</sup>*



**"PHILANTHROPIC"  
CHURCH  
MARKETING**



**"MY CHIROPRACTOR"  
BRAND  
MARKETING**



**"V.I.P."  
RE-ACTIVATION  
MARKETING**



**"HEALTH CLUB"  
MARKETING**  
*FEATURING: "CLUB-CARE"*



**"HI-TECH"  
LASER  
MARKETING**



**"REVERSE"  
PREF. PROVIDER  
MARKETING**



**"ULTIMATE"  
COFFEE/DINNER  
w/DOC  
MARKETING**

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®



## MEET Concierge Coaches Client Doctors

**Dr. Carey Girgis &  
His Wife Sally, (Office Manager)  
OHIO**

*Dear Dr. Kaplan and Dr. Bard,*

*As the wife of a chiropractor I was a bit nervous when I heard about Concierge Coaches. I had already spoken with Dr. Bard on the phone and knew he would be a great help for us. I had heard about Dr. Kaplan's expertise, but was concerned that we would be taking on more than we could handle. The money was the issue. After we attended their one day seminar, both Dr. Girgis and I were convinced that this was what we needed to do to grow our practice. From day one, the constant attention for detail and coaching whenever we needed the help proved that our decision was the right one. They understand both marketing and management of a chiropractic clinic and have had great input on all the areas we presented to them. Although successful before, they have taken our office to a whole new level. Within the first month our practice has grown over 33% and we only see great things in our future. Thanks to your coaching and hands on detail, we began to focus on your technique for patient management, including, follow-up patient visits, we went from 100 that week to 157 the very next week from just from one simple management technique and have maintained the growth. Our new patients are up 50%. Thanks for your encouragement, willingness to be there whenever we need you, and patience as we grow this practice.*

*God Bless You Both --*

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# CONCIERGE COACHES®



## MEET Concierge Coaches Client Doctors

### Dr. Luke Henry South Carolina

*Dr. Kaplan and Dr. Bard,*

*I am honored and touched that you have selected me as Concierge Coaches chiropractor of the year for 2012.*

*Your guidance and encouragement have been instrumental in helping me grow my practice by "serving patients better".*

*As Dr. Kaplan says, "Your best friends bring the best out of you".*

*I look forward to "bridging" to an integrated practice in 2013.*

*It has been a blessing to have you as consultants and friends.*

### Dr. Mark Allen, Indiana



*As a new client, like any person I was a little hesitant and skeptical as I run a family practice in Indiana. He not only has helped me but has worked with my daughter a DC, to maximize her skills have been in the chiropractic business for 25 years and have been to many consultants. What they say is what they do and they do it custom for you. . Well after only about 6 weeks, our practice is up*

*33 1/3% and I see it only going up from here. Dr. Kaplan is a thorough hands on guy, that watches and works with me weekly. He is not only good but he cares.*

*Dr. Bard is a marketing master who sends us great stuff on a weekly basis.*

*In essence I got two consultants for the price of one and the results show I will soon double my practice. Thank you Dr's Kaplan and Bard*



# CONCIERGE COACHES®

## Dr. Kirsten Shepard, Texas



*Upon first graduating, as an associate new doctor, I attended a seminar that used a "primary script". That seminar made me feel like I was attending a never ending infomercial, everything had a separate fee. A couple of years later, when I opened my own practice, I had a friend "lend me a coach" and I joined. I was told they understood my style practice but my coaches continued to change and when I was told I was a "glorified therapist", I knew then, I was just another check and discontinued their services. I recently expanded my practice, added a few new therapies and team members but I felt that I wasn't putting everything together and desperately needed some guidance to help me reach my full potential. I was hesitant to engage in a contract for 18 months but Dr. Bard and Dr. Kaplan have exceeded my expectations. Their commitment is clear. The more I try, the more they give. They are there, personally, at every turn. They write letters, design graphics, take all my calls, anything I need to help me grow. They sincerely care and I am 100% delighted I made the investment. I am now focusing on my practice explosion and continuing to achieve my goals. With their help and support, I am actually making things happen that I only imagined. My only regret is that I didn't find them sooner.....*

## Dr. Terry Bragg, Tennessee



*Dear Dr. Kaplan and Bard,  
I wanted to drop you a note to say **THANK YOU, TO USE OUR BASEBALL LINGO, FOR GETTING ME OUT OF THE DUGOUT.** After our seminar in Atlanta I had some hope of returning to a success level that I had enjoyed for many years. It wasn't until we got into our one on ones that you totally won me over. I have had the good fortune of working with many of our professions consulting groups, but you guys are the **WALK OFF WINNERS** I must say you bring the total package. Thanks once again for all the help you have given me and our great profession.*

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**

# CONCIERGE COACHES®

WATCH 1-DAY BOOTCAMP DOCTOR VIDEOS  
@ [www.ConciergeCoaches.com/testimonials/html](http://www.ConciergeCoaches.com/testimonials/html)



**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**



# CONCIERGE COACHES®

This is NOT HMO Consulting where you sit with 50-100 doctors & you all learn the same thing. This is a:

## COMPLETE BENEFIT PACKAGE:

100% COMPLETELY PERSONALIZED TO YOU!!!

- Provides 19 operational practice manuals
- Provides over 20+ Different Marketing Systems
- Provides ALL Graphic design work PERSONALIZED to EACH doctor, (HUGE VALUE).
- Provides UNLIMITED FREE doctor & staff training "One-to-One" Bootcamps
- Provides a Stand-Alone Set of 3 Spinal Decompression Manuals
- Provides all Client Doctors with a Complimentary Subscription to STREET SMART DC
- Provides all client doctors with their cell & home phone #'s & UNLIMITED PHONE CALLS to BOTH COACHES!!!
- Provides a "1-Day MBA" BOOTCAMP Program
- Provides a Monthly and Yearly Program Option with NO Upselling, EVER!!! (Just 1 Fee).
- Provides a written financial guarantee to ALL clients

**"MEMBERSHIP HAS IT'S PRIVELEGES"!**

**888-990-9660 [www.ConciergeCoaches.com](http://www.ConciergeCoaches.com)**