

NUCCANEWS

NEWSLETTER OF THE NATIONAL UPPER CERVICAL CHIROPRACTIC ASSOCIATION - NUCCA

PRESIDENT'S Letter

As we welcome Fall, it's important to recognize that our Summer has been nothing short of successful! Here are just a few of the highlights!

Registration for the Fall Conference in Minnesota is open!

The conference is scheduled for November 2-4, 2023. Registration is now open, and you can conveniently sign up online by <u>clicking here</u>.

Something New:

Keep an eye on your email for a brief pre-conference survey. Comprised of just 4 questions, it will take only a few minutes to complete. This survey is designed not only to help our Education Committee better understand your needs during the conference but also to help guide you in identifying the areas you want to focus on. Please realize these answers will not be put into place during this conference but will help determine future conferences educational offerings. We look forward to seeing you all!

Progress Toward Our 2023 Main Goal:

We are right on track to achieve our main goal of establishing a NUCCA presence in at least 5 colleges. Our target colleges include Life West, Life University, Palmer Iowa, Palmer Florida, Northwestern Health Sciences University, and Sherman. However, this journey has just begun!

Dedicated doctors have been working diligently to integrate NUCCA into the colleges where we have a presence. Spearheading these efforts are Drs. Brian Cripe and Kevin Leach, leading the Student Task Force. Dr. Kyrie Klinefelter has been engaging with various colleges, fostering connections with students and faculty, as our Student Affairs Committee Chair.

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PRESIDENT'S Letter / cont. from page 1

Drs. Reanna Plancich and Cory Burt have also made significant strides in building relationships with different colleges.

Directly Engaged Doctors:

A huge shoutout to the following doctors who have been directly involved with their respective colleges, collaborating closely with both faculty and students:

- Drs. Read and Sesker: Palmer, Davenport, Iowa
- Drs. Michael and Catherine Zabelin, Tym Flory: Life West, Hayward, California
- Dr. Kerry Johnson: Northwestern Health Sciences, Bloomington, Minnesota
- Dr. Brian Cripe: Sherman College, Boiling Springs, South Carolina
- Dr. Kurt Sherwood: Washington Chiropractic College, Renton, Washington (will be opening soon)
- Dr. Bryan Salminen: Life University, Atlanta, Georgia

If you are interested in contributing to the spread of NUCCA's mission, reach out to Dr. B. Cripe at: <u>drbrian</u>. <u>nucca@gmail.com</u>. Numerous opportunities to help are available, and they don't require substantial time commitments. You'll be glad you got involved!

Our NUCCA Doctor Champions

A number of doctors have stepped forward to champion the NUCCA message. They've generously volunteered to speak at colleges and various conferences throughout the past year. Drs. Terry McCoskey, Greg Goffe, Kyrie Kleinfelter, and Tyler Malueg have dedicated their time and resources to visiting Palmer, Davenport, and Sherman. They engaged with curious students and showcased the benefits of NUCCA for aspiring doctors. This connection between NUCCA and students holds immense significance, as these doctors expose students to information that they might not otherwise encounter, encouraging them to explore more at our conferences.

We also extend a heartfelt appreciation to Dr. Elizabeth McConnell, the clinic advisor at Palmer Davenport. It fills us with immense pride to offer NUCCA as an elective at Palmer, with 14 enthusiastic students currently enrolled in the elective course!

Broader Impact:

Drs. Trisha Gregg and Jennifer Sheppard delivered presentations at Parker University, igniting a keen response from the student body. Additionally, they were accompanied by Drs. Michael Foran and Cecilia Yu at the ICA 2023 Upper Cervical Conference in Dallas, Texas. At the event, they skillfully managed the NUCCA Booth, helping to effectively expand NUCCA's influence among fellow upper cervical practitioners.

In August, Drs. Michael and Catherine Zabelin represented NUCCA at the Wave Life West Conference. They were accompanied by NUCCA Student Club members Grace Cho, Sonia Gaston, Jacob Lee, Jeanette Kenworthy, and Vance Phoenix.

The Power of Unity:

The saying, "It takes a village," is so true! This dedication and call to volunteer is one of the attributes that makes our organization so special! Thank all of you who have given so much on behalf of NUCCA!

NUCCA Equipment Update:

Doctors have started receiving much-needed tables. For your NUCCA equipment needs, contact Chris Brown at the Upper Cervical Store:

Upper Cervical Store 309-545 18 Ave SW Calgary, Alberta T25 0C6 <u>uppercervicalstore@gmail.com</u> 403-471-0445

Collegiality Committee update:

After seven years of leading the committee, Dr. Christopher Whitney has decided to step down. We extend our gratitude for his leadership and contributions, which have significantly enhanced the student experience at conferences, as well as developing the popular Settleback Sessions. Drs. Don Erwin and Reanna Plancich have graciously volunteered to co-chair the Student Affairs Committee, stepping into this pivotal role. They are initiating a fresh version of the Settleback Sessions – stay tuned for more details!

PRESIDENT'S Letter / cont. from page 2

Education Committee update:

I want to express our heartfelt gratitude, on behalf of NUCCA, to Dr. David Packer for his dedicated years of service on our Education Committee and his unwavering commitment to NUCCA's mission. Dr. Packer's contributions extend beyond his leadership of this committee and his role on the board of directors; he also dedicated eight years to teaching the NUCCA elective course at Palmer, Atlanta. Furthermore, he instructs in various classes during the Fall conference. Dr. Packer's exceptional devotion to the NUCCA organization is truly remarkable! Thank you, Dr. Packer, for your enduring contributions and ongoing commitment!

New Education Committee Co-Chairs:

Drs. Barbara Read and Julia Radwanski (also Treasurer) have taken the helm of the Education Committee. With their enthusiasm and experience (Dr. Read served on the Ed. Com. for several years), they are exploring innovative ways to bring NUCCA to our members. If you have ideas or wish to volunteer, please contact the office at info@nucca.org.

November is just a few "SMALL STEPS" away!

The significance of UCRF (Upper Cervical Research Foundation) cannot be emphasized enough. Their time consuming and impactful work plays a vital role in advancing not just NUCCA but the chiropractic world. To learn more, please read their update in this quarter's newsletter.



Dr. Glenn Cripe, D.C.

President, NUCCA Board of Directors *NUCCA Board Certified*

SPRING NEWSLETTER Correction

Inadvertently, a few names were omitted from the Spring Newsletter—individuals who have played a vital role in nurturing our NUCCA/student relationship.

Drs. Heath and Cindy Treharne have played a crucial role in advancing the NUCCA club at Sherman College. Serving as faculty members and practicing NUCCA professionals, they have made substantial contributions to enhancing students' understanding and awareness of NUCCA.

Dr. Liz McConnell has collaborated with Drs. Read and Sesker as a faculty member at Palmer Davenport to introduce NUCCA to students.

Drs. McCloskey and Goffe have taken it upon themselves to travel to various colleges at their own expense, speaking on behalf of NUCCA. They ardently advocate for forming clubs, highlighting conferences, and enlightening students about the myriad benefits of practicing NUCCA. Additionally, they extend invitations to students to visit their practices, offering them a firsthand experience of NUCCA techniques. These dedicated doctors, along with those highlighted in the Spring Newsletter, selflessly contribute to nurturing the next generation of NUCCA practitioners. The organization extends its gratitude to all who have generously participated in bringing NUCCA to students.

Just as we value all recognized speakers representing NUCCA, we appreciate the effort everyone has made to connect with Dr. Brian Cripe. This facilitates better service to doctors, students, and college coordination.

Should you be interested in speaking at a college, a club, or the Settleback Session, please get in touch with Dr. Brian Cripe at: <u>drbrian.nucca@gmail.com</u>

With gratitude,

Dr. Glenn Cripe, D.C. NUCCA President

FALL CONFERENCE NOVEMBER 2 – 4, 2023

Registration for the Fall 2023 Conference is open! We hope to see you all in Minneapolis, MN this November.

<u>Click here</u> to view the class schedule for the conference.

Thursday, November 2:

Join us for an evening of pure enjoyment as we pay tribute to Dr. Gregory and the NUCCA organization through the magic of music. Experience the joy of various music genres that celebrate the NUCCA legacy while sharing laughter and fun.

To make the evening even more special, we encourage you to come dressed in the attire of your favorite artist – whether it's a beloved tee shirt, a classic baseball hat, or any other cherished memorabilia. Let's celebrate the convergence of musical artistry and NUCCA's groundbreaking contributions.

Registration and Fees: Registration for this event can be selected during the online registration process. A nominal fee of \$35/person applies, with all proceeds dedicated to supporting the NUCCA student education fund.

Friday, November 3:

Career Fair

Have room for an internship, preceptorship, or associate? Join us over the lunch hour to promote any open positions you have at your practice. Doctor registration is \$100 through October 2. The fee increase to \$125 beginning October 3. All students and recent graduates seeking positions can attend for FREE!

Banquet

Join us for an evening of celebration and recognition! You can sign up for this as part of your conference registration. Registration for the banquet is \$65/person. Don't forget that Gregory Circle members & students can attend for free!

Hotel Information

Location

Hilton Minneapolis/St. Paul Airport Hotel 3800 American Boulevard East, Bloomington, MN 55425

Hotel Reservations

NUCCA has negotiated a discounted room rate for doctors planning to attend the conference in-person. Mention the group NUCCA at the time of reservation to receive the special group rate of \$144. Please make your reservations by Tuesday, October 10, 2023.



Call (952) 854-2100 to make your hotel reservation over the phone. <u>Click here</u> to make your hotel reservation online.

SHUTTLE INFORMATION

For information about shuttle service please click here.

Student Information

COMPLIMENTARY HOTEL ROOMS

During the conference, NUCCA offers free hotel accommodation for students on Wednesday, Thursday, and Friday nights. If you wish to make use of one of these complimentary student rooms, please choose this option when you register for the conference. The deadline to reserve a student hotel room is October 2, 2023.

STUDENT ESSAY CONTEST

The NUCCA Education Committee is excited to provide our student members with a chance to attend the conference at no cost! If you're a student attending the Fall 2023 Conference, we invite you to submit an essay on the topic 'What NUCCA Means to Me?' Please send your essay to info@nucca.org by October 2, 2023. The Education Committee will choose one winner, who will be notified at the beginning of the conference.

SCHOLARSHIP OPPORTUNITY

Students and recent graduates have the chance to apply for a scholarship that covers their Fall Conference registration. To review the criteria and get comprehensive details about the Dr. Robert Goodman Memorial Scholarship, kindly <u>click here</u>. The submission deadline to info@nucca.org is October 2, 2023.

FALL MEMBER VIDEO CALL FOR PHOTOS

We are putting together a member video that captures the essence of NUCCA through your eyes and experiences. We invite you to be a part of this project by sharing your cherished moments with your loved ones.

Whether it's a candid snapshot of a heartwarming family gathering, a joyful outing with friends, or a serene moment spent with your closest companions, we want to showcase the connections that enrich our lives as NUCCA members.

Here's how you can contribute:

1. Select Your Photos: Choose high-resolution photos that encapsulate the essence of NUCCA, focusing on moments shared with your loved ones.

2. Submit Your Entries: Email your selected photos to info@nucca.org by September 29th, 2023.

If you have any questions or need assistance with submitting your photos, please don't hesitate to reach out to us.

We look forward to seeing you at the Fall Conference!

STUDENT CLUB Reminder

This is a reminder that NUCCA wants to continue to support the efforts of the NUCCA Student Clubs at participating Universities and Colleges. If your NUCCA Student Club will be holding an upcoming event that is focused on NUCCA or needs to purchase NUCCA supplies or equipment, you can be reimbursed!

NUCCA will reimburse up to \$500 per event/request (\$1,000 calendar year max per University/College). Reimbursement will be granted and approved upon submission of receipts and satisfactory report from the University/College within two (2) weeks of event conclusion or purchase of supplies/equipment. *

Please click the button below to access the form. Provide as much information as you can to ensure the NUCCA Board has everything they need to grant approval.

Request Form click here.

Questions? Please contact the NUCCA office at info@nucca.org.

*If it is a challenge for your club to wait for reimbursement, please email the NUCCA office. We are happy to work with you on alternative arrangements to ensure your club activities and expenses are as seamless as possible.

Regional Workshops

We're excited to announce details about a Regional Workshop scheduled with Dr. Marshall Dickholtz, Jr. Keep reading for more information on this workshop or check out full details on the NUCCA website. Space is limited, so reserve your spot today!

The Gregory Standard

This course is designed to help you achieve exponential growth in the NUCCA technique, enhancing your proficiency in your natural self-expression. It's not just about acquiring more knowledge; it's about experiencing a breakthrough in your approach to reducing the ASC and taking effective actions within this new realm.

When: Thursday, February 1 – Saturday, February 3, 2024

Location: Hampton Inn Carefree 2 Easy Street Carefree, AZ 85377

Instructors:

Dr. Marshall Dickholtz, Jr., NUCCA Board Certified Dr. Daiki Ishiyama, NUCCA Board Certified (assisting)

Registration

\$775/person

Space is limited to the first 16 registrants.

Registration & Full Regional Workshop Details Here

NUCCA

If you are interested in holding a NUCCA Regional Workshop near you, please click the button below to fill out the online request form. If you have any questions about the process or holding a workshop, please reach out to the NUCCA Office at 952-564-3056 or email info@nucca.org.

Please note: Workshops take place during the summer or winter months as to not interfere with conference attendance. (Summer: June, July, August / Winter: December, January, February)

STUDENT ESSAY CONTEST

The NUCCA Education Committee is delighted to present an exclusive opportunity for our student members to participate in the conference without any registration fees! We cordially invite all students who will be attending the Fall 2023 Conference to share their insights through an essay on the topic 'What NUCCA Means to Me?' Kindly submit your essays to info@nucca.org by October 2, 2023. Our Education Committee will carefully select the most exceptional essay, and the deserving winner will receive notification at the Fall Conference.

15TH ANNUAL SMALL STEPS TO SUCCESS FUNDRAISING CAMPAIGN

For the past 14 years, the Upper Cervical Research Foundation (UCRF) has initiated an awareness and fundraising campaign called "The UCRF Small Steps to Success Fundraising Campaign" to bolster our research endeavors during the month of November.

This year signifies a historic turning point due to the restructuring of both the UCRF and NUCCA organizations, particularly in the way funds from Gregory Circle NUCCA memberships are allocated. In previous years, all proceeds from the Gregory Circle Residual membership were channeled to support UCRF research. However, this year, the NUCCA organization is expanding its educational programs to encompass greater involvement with schools and students. In 2024, and beyond, Gregory Circle residual funds will be allocated, per NUCCA Board discussion and approval in the following categories - Research, Education, Public Relations and Endowment, based on programmatic needs. Consequently, the fundraising conducted by UCRF through Small Steps has gained even more significance, now serving as a central source of annual support for publishing our ongoing research efforts.

As previously outlined, our focus lies in validating the outcome measurement tools within our NUCCA clinical practices. This encompasses the supine leg check, x-ray analysis, and x-ray positioning. We have already published papers on both the leg check and x-ray analysis. Data regarding x-ray positioning has been collected, and we are currently in the process of preparing the paper to publish our findings.

The subsequent area requiring research and validation pertains to our postural analysis tools. A study is presently being developed and coordinated in collaboration with Northwestern Health Sciences University (NWHSU). This research will provide answers to various questions concerning the clinical application of our postural tools: the Anatometer and the GSA/PSA (Gravity or Postural Stress Analyzer). The future of our clinical work depends upon the publication of these important research studies. These studies impact everyone who practices NUCCA, and we are inviting



all our members and supporters to participate in the UCRF fundraising efforts needed to publish them.

We urge you to get involved this year!

Visit the NUCCA website page <u>The Small Steps to Success</u> <u>Fundraising Campaign</u> for comprehensive information on how you can participate.

Feel free to reach out to the NUCCA office at info@ nucca.org for additional guidance on registering and commencing your participation for the month of November. We sincerely appreciate your assistance and support throughout this November initiative.

VINCREASE YOUR COLLECTIONS

V LOVE YOUR MARKETING



DR. ROBERT J. GOODMAN Memorial Scholarship

Dr. Robert Goodman was a dedicated NUCCA practitioner who had a desire to support NUCCA beyond his years. Thus, the Dr. Robert J. Goodman Memorial Scholarship was established to support chiropractic students and firstyear practicing doctors to attend a NUCCA Conference. Dr. Goodman found great value in the NUCCA seminars and wants to ensure others new doctors and students have the same experience. Dr. Goodman served as NUCCA President for 8 years, he was an Ambassador for NUCCA as well as an award recipient numerous times throughout his volunteer years serving the organization. Scholarships will be awarded in the amount of \$500 per person/per seminar to cover the seminar fee and help cover some meals.

Scholarship Criteria

- 1. Must be a chiropractic student or doctor within their first two years of practiceHelp Fund a Scholarship
- 2. Must submit application by the published deadline (October 2, 2023)

Dr. Glenn Cripe and Dr. Brian Cripe, with the help of Dr Steve Nakano will select the scholarship recipients. These Drs. personally knew the heart of Dr. Goodman and are honored to award these scholarships in his name.



Help Fund a Scholarship

If you would like to honor Dr. Goodman and support one of these scholarship offerings, consider making a donation to the memorial fund. Please complete this form to make your donation: <u>Dr. Robert J. Goodman Memorial Scholarship</u> <u>Donation Form</u>.

<u>Click here</u> for scholarship application page.

CERTIFICATION Updates

As Summer concludes and Fall arrives, many of our doctors have children starting school again, and the Fall Conference is just around the corner for us. As kids prepare to return to school, excitement often builds for the new school year and the experiences it will bring. I often wonder: do we, as NUCCA doctors, maintain the same level of excitement for learning that we had when we were younger? Unfortunately, the answer is often no. We become entrenched in our practice routines and lose the enthusiasm for mastering our craft for the benefit of our patients.

I have experienced seasons in my practice where the pursuit and wonder of the Atlas Subluxation Complex (ASC) begins to fade. I've also noticed that during those times, my practice feels less fulfilling because I'm not as engaged. I invite you, along with myself, to adopt a new perspective on serving patients and deepening our understanding of the reduction of the Atlas Subluxation Complex.

The Board Certification Process is here to help advance your

education. While I agree that practice is the "gymnasium of your soul," I believe that the Board Certification Program takes this a step further. Having others review your practice is a unique opportunity to gain insights that wouldn't be possible if we only stuck to what we already know. This process offers a wonderful chance to reignite the passion for serving patients with excellence and to rediscover a sense of awe and wonder in relation to the ASC.

Congratulations to the doctors who continue to submit their work and advance their personal growth and development! A heartfelt thank you goes out to all our reviewing doctors for dedicating countless hours to evaluating submissions and tirelessly contributing to the organization's development. We will remain steadfast in supporting our members, ensuring that the high standard of care that NUCCA is committed to continues to flourish.

-From Certification Committee Chairs, Drs. Marshall Dickholtz and Dr. Craig Lapenski

NUCCA CERTIFICATION LEVEL Advancements

The NUCCA Certification Program is an integral part of Chiropractic education, training, and development. Becoming proficient in all aspects of x-ray positioning, x-ray analysis, biomechanics, patient evaluation, set up, and adjusting are essential to the reduction of the Atlas Subluxation Complex. Many of our members are currently in the process of their NUCCA certification, and we want to highlight those that have made advancements in the last quarter.

Congratulations to the following doctors for advancing in their process towards NUCCA certification:

Dr. Aidan Hwang – Level 1 Certified Dr. Reney Mikael – Level 2 Certified New this year, NUCCA has implemented payment installment plans for those doctors interested in engaging in NUCCA Certification. The installment plans are now set up and optional to select in the NUCCA store when signing up for NUCCA Certification.

Want to learn more about certification and how to get started? <u>Click here</u>!

ONLINE MODULES

The NUCCA Online Modules are designed for doctors and students at any level of experience. A perfect example is how these modules are currently being utilized by a study group at Palmer College in Davenport! The module topics encompass all aspects necessary to become a successful NUCCA Doctor. From aligning your X-ray machine and analyzing images to examining patients and delivering adjustments.

The modules are intentionally concise and focused. You can access specific content when needed and proceed at your own pace. If you are new to the field, it's advisable to follow the topics in the recommended sequence. For those more advanced, you can target specific areas where you require assistance, without having to listen to complete lectures.

New content will be added as instructors identify needs and as standards of care continue to evolve. All material has been crafted and reviewed by Credentialed Instructors under the oversight of the NUCCA Education Committee and the Standards and Certification Committee.

- All active members are eligible to request access to our Online Modules video library. This platform serves as a valuable complement to the NUCCA textbook. Here is how it operates: Request access by completing this <u>online form</u>.
- 2. Within two weeks of your request, NUCCA staff will grant you access. (You will receive a unique, one-time login code and further instructions via email.)
- 3. Enjoy watching videos related to X-ray alignment, positioning, analysis, biomechanics, headpiece placement, adjustment, and more.

For inquiries regarding this new member benefit/resource, please email the NUCCA office at <u>info@nucca.org</u>.

FALL UCRF 2023 Update

Great news for the UCRF and NUCCA communities! After 12 years of work on the X-ray agreement paper, it is finally published! Following Dr. Dickholtz's blood pressure study, the NIH recommended following up with validation studies on the tools we use in the NUCCA procedure. We have now completed studies on leg length inequality and X-ray agreement, published in peer-reviewed journals.

Thank you, Dr. Dickholtz, Lapenski, and Stockwell, for the countless hours spent analyzing these images with such a degree of precision. Thank you, Dr. Hasick, Landholm, and Soham, for the time spent writing and editing.

Here is the link for you to check it out.

Progress continues to be made on our top priority for UCRF, which is a posture study. Dr. Kerry Johnson, Ben Kuhn, Jeff Scholten, and Zale Bonnett have been hard at work designing the details of the study outline and the main questions we are looking to answer. Dr. Johnson, with the help of the posture team and Northwestern Health Sciences University, is hoping to apply for the IRB in the very near future. One of the goals is to evaluate the ability of the reduction of the ASC to be measured by postural outcomes. Thank you, team!

We are in the process of creating the new UCRF website. We are working with a contractor and are looking forward to a more effective site that is easier to use and will have key features that we don't presently have. One of the features will be online modules for training in research to help our clinicians develop a greater understanding of what is entailed in research protocols. Another will be short videos discussing our current research endeavors and passing on some of the knowledge acquired during those projects. I would like to thank all our Gregory Circle members for their contributions above and beyond conference attendance and membership. These resources have supported our administrative costs and some of our projects for over a decade, and we want to thank those who have chosen to support upper cervical research. It is on your behalf that our board members and committees work to advance the knowledge of the reduction of Atlas Subluxation Complex and its detrimental impact on human physiology.

Dr. Craig Lapenski UCRF President



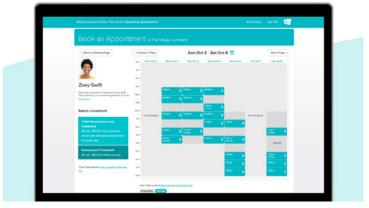
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Your all-in-one practice management software.

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Integrated payment solutionCustomizable charting





Five Steps to Creating a Positive Online Booking Experience

First impressions are formed before your patient sets foot in your practice — it all starts online.

The online experience has become a critical factor that prospective patients use to determine whether they'll book an appointment or walk past your virtual front door to continue searching for other options.

Here are our top tips on how you can create a positive online booking experience that turns window shoppers into new patients and keeps them coming back!

Think of online booking as a first impression

We won't always remember what people say to us, but we do remember how people make us feel, and this is especially true for online experiences.

The first question you should ask yourself is, what does my online booking page say about me and my practice?

Next, ask yourself how you want your practice to be seen by prospective patients. Do you want to leave the impression of a family-friendly and relaxed environment? Or would you rather come across as modern and clinical?

Your online presence should reflect how you would introduce yourself in person, so pay close attention to any divide between your answers.

Brand your online booking site

Don't underestimate the power of that first point of contact with your brand. With a branded online booking page, you're providing prospective patients with the equivalent of a beautiful reception area.

Consider adding your brand's theme, messaging, colours, logo, and even a background for a cohesive and professional look.

When it comes to updating your online booking site, you need to know your strengths. For small updates, you can often do them yourself with a little time and effort. But if you're starting from scratch or want to do a full overhaul, you can always enlist the help of a website designer.

Minimize button clicks

Your online booking site shouldn't just be pretty, it should also be intuitive.

Booking an appointment online should be a frictionless process, and that starts with creating a low barrier to book.



That means patients should be able to click as few buttons as possible to successfully complete the booking.

The quicker and easier you can make this process, the better. You can always change your settings later if you're experiencing any sort of misuse of your online booking, but it's nice to go in expecting the best intentions from your patients.

Link your online booking page on your website

When prospective patients find you online, they typically start on your clinic website (if you have one), so you want to make it as easy as possible for them to find your online booking system.

Online booking is seen as a huge perk by patients, so don't be afraid of adding clear call-to-actions to book online or include a button that directs them straight to your online booking page.

This is ultimately giving them the gift of a positive online experience.

Show real faces and friendly buttons

Your online booking page is one of the first opportunities for you to greet prospective patients and introduce your practice.

An easy way to personalize what is often a faceless internet experience is to include profile photos of each practitioner. Having practitioners' photos on the online booking page is a great way to humanize you and your team while also providing patients with a familiar face for their first appointment.

Want to learn more? Head to jane.app/chiro to book a 1-on-1 demo and see Jane in action. And if you're interested in building an external online booking website but don't know where to start, you may want a helping hand from our integrated partner, <u>Clinic Sites</u>.

2023 GREGORY CIRCLE Members

Gregory Circle Gold

Dr. Kerry Johnson

Gregory Circle Silver

- Dr. Philip Arnone
- Dr. Benjamin Kuhn
- Dr. Max Pohl
- Dr. Michael Russamano
- Dr. Blair Schmaus

Gregory Circle Junior Silver

- Dr. Keith Denton
- Dr. Stanley Dombroski
- Dr. Craig Lapenski
- Dr. Patrick Lin

Gregory Circle Senior Bronze

Dr. Valerie Briski

Gregory Circle Bronze

- Dr. Alan Barnes
- Dr. Justin Brown
- Dr. Donald Erwin
- Dr. Greg Goffe

- Dr. Jason Granger
- Dr. Jeremy Kerrigan
- Dr. Kyrie Kleinfelter
- Dr. Steven MacDonald
- Dr. Russill Mills
- Dr. Kyle Murray
- Dr. Andrea Pritchett
- Dr. Julia Radwanski
- Dr. Jeffrey Scholten
- Dr. Kurt Sherwood
- Dr. Jayson Snyder

Gregory Circle Junior Bronze

- Dr. Marie Biek
- Dr. Jason Chesney
- Dr. Jonathan Chung
- Dr. Michael Court
- Dr. Jamie Cramer
- Dr. Christopher Dawson
- Dr. Vince Fitzpatrick
- Dr. Michael J. Foran DCCJP
- Dr. Norris Golberg

- Dr. Traci Grandfield
- Dr. Patricia Gregg
- Dr. Clint Grover
- Dr. Shawn L Hall
- Dr. Scott Hansen
- Dr. Gordon Hasick
- Dr. Jeffrey Hedrich
- Dr. Daiki Ishiyama
- Dr. Aaron Kiefer
- Dr. John Kowalczyk
- Dr. Terry McCoskey
- Dr. Jim Moore
- Dr. Aurora Ongaro
- Dr. Kalan Stittleburg
- Dr. Jack Stockwell
- Dr. Ashleigh Street
- Dr. Gary Thomson
- Dr. Marcella Ziska

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- Dr. Reanna Plancich

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