



# MASTERING THE BUSINESS of INTEGRATIVE MEDICINE

## A Two Day Intensive CME\* Program How to Start, Manage, and Grow a Satisfying & Successful Practice

September 28 & 29, 2018  
Ritz-Carlton Fort Lauderdale

**Team Work Makes the Dream Work!**  
**Physicians: Bring your Key Employee For Only \$200!\***

No matter where you are in your professional journey toward adopting an integrative healthcare practice, you'll need to gain practical business skills if you are going to be successful! You must build a well-functioning team to support your efforts. You will also need to acquire skills to attract, retain, and grow the types of patients you want to treat. In this hands-on, skills-based program, you will be guided through a series of activities and exercises to diagnose, treat, and improve your personal satisfaction, as well as the health of your patients & practice.

### This program will teach you how to:

- ✓ Recognize and overcome barriers to transitioning into Integrative Medicine
- ✓ Understand the pros and cons of business models such as concierge, insurance-based, direct-pay, and subscription based
- ✓ Learn to measure your practice "vital signs"
- ✓ Learn to build a great team and become better equipped to deal with human resource issues
- ✓ Crystallize your unique product and service mix
- ✓ Determine how to maximize revenue of products and services
- ✓ Demystify social media and get onboard with a concrete plan
- ✓ Learn to use video for patient recruitment and education
- ✓ And so much more!

*Registration includes a gourmet gluten-free, dairy-free lunch*

\*ACCREDITATION: University of Miami Leonard M. Miller School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

CREDIT DESIGNATION: University of Miami Leonard M. Miller School of Medicine designates this live activity for a maximum of 14.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### MASTERING THE BUSINESS OF INTEGRATIVE MEDICINE

#### DATE & TIME

September 28 & 29, 2018  
8:00 AM – 5:00 PM  
Registration opens at 6:30 AM

FEE	After 8/31	Before 8/31
Physician w/ Key Employee	\$995	\$795
Physician Only	\$795	\$595
Other Practitioner w/ Key Employee	\$795	\$695
Practitioner Only	\$595	\$495
Resident/Student		\$200

#### LOCATION

Ritz-Carlton Fort Lauderdale  
1 N Fort Lauderdale Beach Blvd  
Fort Lauderdale, FL 33304

**GROUP RATE - \$329.00**

**CODE - DDVDDVA**

*BOOK BEFORE AUGUST 31, 2018*

#### SPEAKERS

Mark Tager, MD  
Shilpa Saxena, MD  
Rebecca Hunton, MD, MBA

**14.5 CME's**

**To Register,**  
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