

5 Keys To a Profitable Practice



At this one-day-only practice building event in beautiful Scottsdale, Arizona, learn to:

Turn Your Patients Into Raving Fans®
How to create the referral practice you deserve!

Grow a Profitable Practice in Any Economy
Proven strategies that help you survive and thrive

Charge What Your Services Are Worth
How to remove any conflict between money and healing

Capitalize on Your Unique Education
How to position yourself as an expert in your field

Improve Outcomes While Generating Income
Improve patient satisfaction and compliance without the "hard sell"

Friday, April 23, 2010



Register now for this
one-of-a-kind conference
designed to boost your
bottom line! Call
888-627-8677 or
visit www.ndnr.com

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Naturopathic Doctor News & Review
Presents

5 Keys To a Profitable Practice



Friday, April 23, 2010
Scottsdale, Arizona

One day only, can't-miss practice building event!

ONE DAY ONLY! Respected experts share their proven strategies to improve practice profitability



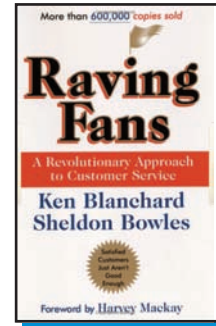
Ann Phillips
The Ken Blanchard Companies



Keynote Address: **Turn Your Patients Into Raving Fans®**

How to create the referral practice you deserve!

If every patient told their friends and family about your practice, imagine the impact on your bottom line! Ann Phillips, one of the most sought-after speakers with the famed Ken Blanchard Companies, will show you how to transform your patients into a personal PR squad. Her unique energy and enthusiasm will fire you up and inspire you to create the referral practice of your dreams. Clients of The Ken Blanchard Companies include Pfizer, Merck & Co., Nissan Motor Co., the San Diego Padres and Adidas.



Judy Capko
Author, *Secrets of the Best-Run Practices*



Grow a Profitable Practice in Any Economy

Proven strategies that help you survive and thrive

Judy Capko, author of the runaway bestseller *Secrets of the Best-Run Practices*, shares her innovative, no-nonsense approach to building patient-centered strategies and valuing the contributions of your staff. With her 20-plus years in the trenches advising physicians on best practices, she is uniquely positioned to show you how successful practices survive and thrive during challenging economic times. Judy will help you gain a new vision for your practice that will inspire you and everyone on your team.



Ofer Zur, PhD
Zur Institute, LLC



Charge What Your Services Are Worth

How to remove any conflict between money and healing

Knowing your own worth is the first step toward sustaining a profitable practice. Because healers don't often make the best accountants, Ofer Zur, PhD, uses his expertise as a licensed psychologist, instructor and ethics consultant to show you that by operating at maximum profitability your practice not only sustains you and your staff, but gives your patients the stability of excellent care. Zur has been in practice outside managed care for 20 years and is director of the Zur Institute, LLC, in Sonoma, California.



Michael Smith, ND
Naturopathic Health Systems, LLC



Capitalize on Your Unique Education

How to position yourself as an expert in your field

As the world takes baby steps toward going green, interest in naturopathic medicine is on the rise. In a media-rich society like ours what do people want most? An expert on the unfamiliar to help them understand it. Dr. Michael Smith, a naturopathic physician, founder of Carolinas Natural Health Center and president of the North Carolina Association of Naturopathic Physicians, established Naturopathic Health Systems, LLC to provide vital business support for fellow NDs.



Bill True
Professional Screenwriter and Speaker



Improve Outcomes While Generating Income

Improve patient satisfaction by offering supplemental services...without the "hard sell"

Every conversation you have with a patient is an opportunity to improve their health—and the health of your practice. Award-winning screenwriter Bill True has advised Fortune 500 companies on how to communicate effectively to persuade people to get desired results. He will share his successful, stress-free process for knowing what to say to patients and when to say it when discussing the therapies, services and products your practice provides.

Our setting in the heart of Scottsdale surrounds you with the city's best shopping, dining, golf

Why Attend?

This is an engaging, information-packed opportunity to learn real-world strategies you can implement immediately to help boost your bottom line. Investing just one day will pay off in your practice for years to come.

Event Location

Another benefit of attending is the comfort of the newly remodeled Scottsdale Center for the Performing Arts. It's the ideal setting for an exclusive event such as **5 Keys** for several reasons. All conference learning sessions take place in the Center's Virginia Piper theater, which features plush theater seating, making it easy to see, hear and learn from the speakers. The Center is located at 7380 E. Second Street, Scottsdale, AZ 85251.



Accommodations

The Mondrian Scottsdale, just steps from our conference venue, is a unique retreat offering rest, rejuvenation, fun and entertainment in a vibrantly pleasure-driven environment. We guarantee it is unlike any conference hotel you've ever experienced. Scottsdale's best shopping and dining are nearby. Call by March 23, 2010, and mention event code **5 Keys** for our amazing **5 Keys to a Profitable Practice** rate of \$85 U.S. per night. (The Mondrian's standard April rates start at \$245, so there are a limited number of rooms at our rate. Book yours now for your best chance at getting one.) Call **(800) 697-1791**, mondrianscottsdale.com.

Mondrian Scottsdale
7353 E. Indian School Rd
Scottsdale, AZ 85251

Overflow Hotel: Hilton Garden Inn (Free Shuttle)



Conference Schedule

Recognizing your busy schedule, we have packed an amazing amount of instruction on practice-building strategies into one day:

7-7:45 a.m.: Registration

8-10 a.m.: Conference

10 a.m.-Noon: Conference

Noon-1 p.m.: Organic Lunch, Exhibit Atrium

1-2 p.m.: Conference

2-3 p.m.: Conference

3-3:30 p.m.: Organic Snack, Exhibit Atrium

3:30-5:30 p.m.: Conference

5:30-6:30 p.m.: Cocktail Hour in Exhibit Atrium (featuring live music from a string quartet)



5 Keys to a Profitable Practice is hosted by Naturopathic Doctor News & Review, the professional news and information resource for naturopathic medicine in North America.

Written by physicians for physicians, NDNR's unique case study format provides actual case reports, protocols, clinical pearls and information physicians can utilize and benefit from in the daily practice of natural medicine.

NDNR is pleased to invite you to learn 5 Keys to a Profitable Practice.