

PRACTICE SUCCESS...HOFFMAN continued from page 9

KEY BENEFITS OF UCCAFF

- Puts the patient at ease when presented in a first class and impressive way
- Answers the patient's questions before they are even asked
- Removes the barriers to choosing long-term care
- Re-establishes the **true** "doctor/patient" relationship
- Generates more visits which is always the side effect of one global fee for unlimited utilization
- Increases referrals
- Lowers the need for recalls
- Insulates your practice against third party insurance changes
- Very attractive to new patients
- Increases the number of families you will care for
- Significantly increases your income
- Allows you to consistently produce the miraculous results for which Chiropractic is famous

By now, you probably realize that success in chiropractic can be yours when you are willing to think "out of the box" and apply policies and procedures that meet patients' needs and address financial issues fairly and honestly. The UCCAFF system is designed so families can receive the benefits of consistent chiropractic care, while creating a financial arrangement that works for all concerned.

It is my hope and intention that you are ready to embrace change and shift to this revolutionary system of patient financial management. Change is inevitable; only your growth from change is optional. We all know that insanity is doing what you have always done and expecting a better result.

I would urge you to invest in yourself and in your practice by purchasing my new and exciting UCCAFF program. For only \$189, you receive a 44-page manual outlining each and every step to doing this properly, ethically and legally. In addition, you will receive 2 CD's recorded by me explaining every detail necessary to insure your success and

a third CD of all the necessary downloadable forms, letters and agreements you will need to implement this program correctly.

I have seen UCCAFF transform practices worldwide from stressful to successful, from poverty to prosperity. Please use the concepts, consciousness and ideas ethically and lovingly, and you'll reach more people, make more money, and above all, help more families realize the miraculous benefits of chiropractic care. Thoughts determine what you want, but action determines what you get.

ROBERT J. HOFFMAN, D.C. is ICA's immediate past president with 23 years of successful chiropractic experience. A 1978 graduate of New York Chiropractic College, Dr. Hoffman is president and CEO of The Masters Circle. He has been studying societal and market trends for many years and provides a clipping service documenting health care trends away from the allopathic model toward the wellness/chiropractic model of health care. Based in Lake Success, New York, Dr Hoffman can be reached at 516-488-3200. The UCCAFF program described in the above article can be ordered by calling The Masters Circle at 1-800-451-4514 Ext. 117 or ordered directly from their website at www.themasterscircle.com.

POSITION ANNOUNCEMENT

Position: Dean, College of Chiropractic

Institution: Life University

Location: Marietta, GA

Date posted: 12/11/2002

Applicants for the position of Dean of the College of Chiropractic at Life University, Marietta, GA should have the following qualifications and/or strengths. Others will be considered.

The names of those applicants whom the search committee feels best meets the overall needs of the College of Chiropractic will be forwarded to the President of Life University for further consideration.

Review of applications is anticipated to begin on January 6, 2003 and will continue until the position is filled.

Qualifications/Strengths:

- Solid commitment to "shared governance" in education
- Current license as Doctor of Chiropractic with no previous records of suspension or previous/current curtailment of any serious nature
- Minimum of five (5) years teaching/clinical/and/or administrative experience in a college of chiropractic
- Minimum of two (2) years chiropractic practice experience — part time will be considered
- Minimum of two (2) years teaching experience at a previous college/university outside the realm of chiropractic — others will be considered
- Ability to work effectively with large numbers of instructional faculty
- Ability to work with accrediting agencies, educational bodies, and governmental agencies
- Familiarity with budgeting, accounting, record keeping, chiropractic equipment maintenance, office equipment, contracts, and purchasing
- Some teaching may be required
- Record of previous committee memberships
- Other strengths that might be related to pursuing, solidifying, and maintaining sound educational outcomes for the viability of the university will also be evaluated.

Applications should be mailed to: Dr. Wayne Boylston, Life University, Department of Chiropractic Sciences, 1269 Barclay Circle, Marietta, GA 30060.

ICA CE SEMINARS

JANUARY 2003

25-26 Houston
Whiplash and Spinal Trauma-Part I
Speaker: Dan Murphy, DC

FEBRUARY 2003

1-2 Portland, Oregon
Whiplash and Spinal Trauma-Part I
Speaker: Dan Murphy, DC

1-2 Hartford, Connecticut
Whiplash and Spinal Trauma-Part II
Speaker: Richard L. Christie, DC, Esq.

8-9 San Jose, California
Whiplash and Spinal Trauma-Part II
Speaker: Richard L. Christie, DC, Esq.

22-23 Dallas, Texas
Chiropractic Without A Doubt
Speakers: Robert Braile, D.C. Stephen Hoffman, D.C.

MARCH 2003

8-9 Sacramento, California
Whiplash and Spinal Trauma-Part I
Speaker: Dan Murphy, D.C.

8-9 Atlanta, Georgia
Chiropractic Without A Doubt
Speakers: Robert Braile, D.C. Stephen Hoffman, D.C.

15-16 Ft. Lauderdale, Florida
Whiplash and Spinal Trauma-Part II
Speaker: Richard L. Christie, DC, Esq.

29-30 Houston, Texas
Whiplash and Spinal Trauma-Part II
Speaker: Richard L. Christie, DC, Esq.