

PRACTICE SUCCESS

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ship grows with the knowledge that you are behind them not just as your employee, but as a person.

Multiple Office Expansion

I have seen many chiropractors take a step backward in their attempt to take a large step forward when expanding into two practices. The doctor always has good intentions, and has committed to work harder and put in longer hours to increase income. The usual plan is to start the office up and build to a breakeven income. When that point is reached, the doctor expects to hire an associate, manage the office from afar, and collect profits. Inevitably, the bulk of the effort goes into the new practice, and the original office drops proportionally. After a year, services rendered in both offices combined are about the same as they were with just the one office, but the doctor now has longer hours, additional travel time and double the overhead.

There are many factors to take into consideration when expanding. How will new staff be trained? Are your systems easy enough to transition into a new office? Are the hours you will be putting in at the new office the most desirable hours for patients? What problems can you foresee for your existing office? Have you performed a complete cost-benefit analysis for every element of the new office? By developing an unemotional calculated plan that anticipates the realities of practice expansion, the doctor will have a better chance to take that big step forward.

When considering any change of practice strategy the approach must not be impulsive or emotional. Take advice and seek help from other colleagues who have accomplished similar projects. Do not make the same mistakes someone else has made. Learn from others; it's less expensive. Even though you are not a large corporation, you should act like one. Develop a well thought-out plan taking into consideration the investment of finances, time and energy, and how they will help your vision become a success!

DAVID G. FOSTER, D.C. currently co-owns and operates four chiropractic practices (see www.familychiropracticcenters.info) and employs six chiropractic associates. In fourteen years as a chiropractor he has been involved in all aspects of originating, building and selling of chiropractic practices as owner of United States Practice Brokerage, a practice brokerage devoted to chiropractic practices. Prior to attending Life Chiropractic College he received a B.S. degree in finance from Boston University. Serves as a consultant for chiropractors in the areas of multi-practice expansion, the buy/sell process, practice origination, practice evaluation, associate contracts, and shareholder agreements, in addition to a wide variety of legal, financial and strategic issues. Dr. Foster can be reached at (800) 908-3040, Chirodave@aol.com or visit his website at www.DavidFosterDC.com.

VISIT ICA'S WEBSITE:
www.chiropractic.org

Call for Papers

International Symposium on the Philosophy, Art and Science of Chiropractic Madrid, Spain • October 6-8, 2006

The International Chiropractors Association (ICA) is calling for papers to be presented at its fourth International Symposium on the Philosophy, Art and Science of Chiropractic to be held in Madrid, Spain, October 6-8, 2006.

The Symposium is co-sponsored by the Asociacion Espanola de Quiropractica (AEQ).

Abstracts pertaining to original research, reviews of the scientific literature, overviews of educational or clinical practice models, or chiropractic philosophy, will all be considered. Authors of accepted abstracts will be required to submit a complete paper for peer-review by a certain date after notification and will have the opportunity to make a 15-minute oral presentation at the symposium. Papers should not have been published or presented before. The complete paper will be copied on to a CD for distribution to attendees as part of the conference "Proceedings."

ICA reserves the first right to publish selected papers (with notification to author) in any of its publications including, but not limited to *The Chiropractic Choice* and the *ICA Review*.

Authors will be expected to register for the Symposium but will receive a 50% discounted registration rate. They are responsible for their own travel and lodging. *The author of the best paper selected by peer-review will be awarded a cash prize of \$500(US)*. The announcement and award will be made during the conference.

Instructions to Authors: Abstracts should be detailed, between 300 to 500 words and must accurately describe the author's objective, design, results and conclusions. All abstracts should be sent as an **attachment** as a word document in MS Word or Word Perfect. Do not include any pictures, illustrations or graphs with abstracts.

Please include the following with your submission as a cover letter (not on the same page as your abstract)

- Title of presentation
- First Author's Name (Presenter)
- Affiliation/Institution (if applicable)
- Address
- Phone
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**DEADLINE FOR ABSTRACT SUBMISSION:
APRIL 17, 2006**

Notification of paper selection: May 15, 2006 • Deadline for complete paper: August 7, 2006

Email abstracts to: Madridsymposium@chiropractic.org

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