

The P.A.C. Roadmap to the “Journey to Your Dream”:

The Plentz Academy of Chiropractic aka – The P.A.C. is a complete system A to Z of communicating the message of Chiropractic, educating and inspiring each and every individual who enters your office on the importance of Chiropractic care not just for themselves but for their entire family. The result overall is the doctor and the patient become a team and work together to provide Chiropractic care as a lifestyle and not just pain relief. Through patient education I will show you how to truly reveal the benefits of Chiropractic so each patient realizes that Chiropractic is much more than they have ever imagined and they will feel excited about bringing in their families and telling others about the Chiropractic lifestyle.

To accomplish this, I have created The P.A.C. that is for both students and existing D.C.'s to be able to implement immediately and start their practice on the right foot with no bad habits or if you are an existing D.C. seamlessly implement my patient educational procedures in your existing practice and watch your existing practice members embrace Chiropractic like they never have before. As for any new patients, they will realize the benefits of participating in all three types of care and not just come in for adult musculoskeletal pain relief only. The result is the practice of your dreams. Patients participating in wellness care, embracing the Chiropractic lifestyle and referring others in on this premise.

I have created a delivery system to be able to make this a reality in your new practice or convert your existing practice into the practice of your dreams. I have been in practice over a quarter of a century now, I have coached thousands of doctors over the past 20 years, I'm in private practice as we speak so I'm in the trenches just like you and I know the new challenges we are up against as our industry changes. I have had the privilege of helping over 480 individuals open their practice from scratch as well have owned and operated 10 clinics on my own that I helped start from scratch and financed and then sold to the investing doctor. My point is this delivery system that I have created comes backed by years of experience, a ton of hindsight being 20/20 (learning from my previous challenges and changing it up to be more effective) and most of all a board of directors who have been with me over a decade as a sounding board making sure The P.A.C. is the most effective practice enhancement program on the planet.

When you sign up as a P.A.C. member you will receive unlimited access 24/7 to The P.A.C. virtual library that will be your main resource to be able to study, learn and implement these patient educational tools right away. Every Tuesday you will receive a face book live video on new procedures and concepts to be able to share with your patients or your soon to be patients if you are a new doctor. You will also receive free tuition to all The P.A.C. Seminars for the entire time you are an active member (there are approximately 8 pre-scheduled seminars per year). That's right there are no hidden fees and it's all inclusive per office. So, this includes your associates and staff I want to make sure everyone is on the same page and that there aren't any excuses for getting everyone trained on your team. You will have access to me via phone, email, text etc. I will be accessible to all members to address individualized questions as they come up and make sure I serve you the best I possibly can.

The student membership includes all of this plus six months before graduation you will receive a weekly call one-on-one with me to make sure we pick out your location, get financing squared away, equipment lined up, train you on your grand opening procedure to make sure you hit the ground running and then layout your first two years of marketing to make sure you have a complete system in place right from the start to insure your success of building your Dream Practice right from the beginning.

Let's now take a look at The P.A.C. Roadmap and see how it's laid out and also address some frequently asked questions so we can see how to best utilize the resources I have created for you to help you build your dream practice as fast as possible. The virtual library is broken up into a couple different sections, first there is a self-development section and then the patient education section. They both work ("hand-in-glove" as to say). The self-development tools are automatically built into the patient educational procedures but you need to know the self-developmental tools to understand the true power and differences in the patient educational procedures. I'm going to lay out a roadmap for both the student member and the D.C. and put them in this section together so you will be able to see if you're a student member how graduating into the doctor membership will be beneficial for continued growth as you start out in your career. The D.C. will get to see and unfortunately realize very quickly that we all would have wished we had these resources in front of us before we graduated so we didn't create bad habits, frustration and unnecessary stress in our lives by trying to reinvent the wheel.

The Student P.A.C. Roadmap:

1. **Quarters 1 – 4:** You will focus on my book "That Something" and the learning, understanding and mastering each and every concept in the self-development library. You CAN'T just read these topics you must implement and use them in your everyday life. If you don't use them in your life it just becomes another cool concept to be forgotten and never used or implemented. It will also be important to attend any seminars that are scheduled during this timeframe as they are the practical hands on approach to all of these concepts you will be learning. You will also review the procedural square to get familiar with the patient educational procedures and how the self-development side of things tie into these concepts. (S.N. The P.A.C. Club on campus will be reviewing these concepts as well lead by the club officers as well as Dr. Ed or other guest speakers.)
2. **Quarters 4-8:** The student will now dive into the patient education side of things in full force so you will get to see how The P.A.C. procedures are different and the automatic belief system changes they make on each individual you perform them on. You will at this time be on your way of mastering the personal-development procedures and should be using them in your everyday life both personally and professionally. It will also be important to attend any seminars that are scheduled during this timeframe as they are the practical hands on approach to all of these concepts you will be learning.
3. **Quarters 8 -9:** The student should be now in student clinic. This is your time now to get to see your new knowledge on how to communicate, educate and inspire people about Chiropractic in action. You will see first-hand just how effective these tools can be. You will also get to see your strengths and weaknesses and be able to go back to the virtual library and brush up on things and perfect them as you go. It will also be important to attend any seminars that are scheduled during this timeframe as they are the practical hands on approach to all of these concepts you will be learning remember, repetition is the key to mastery. One more thing don't forget about every Tuesday at 11:00am I will be sending a face book live video out to The P.A.C face book page.
4. **Quarters 10 – 12:** Outpatient clinic begins and so does the reality of seeing first-hand the way the general public views Chiropractic and how effective your new learned skills really are. There

will be new challenges and fears that come up at this point and it's important to stay in close contact with Dr. Ed and your P.A.C. peers at this time. It will also be important to attend any seminars that are scheduled during this timeframe as they are the practical hands on approach to all of these concepts you will be learning.

5. Quarters 12 – 13: At this time, some of you will be double Peaking in 12th quarter and if you are not double Peaking in 12th quarter you will be Peaking in 13th quarter. The student at this time is 6 months out and now the real work begins. You will have a weekly scheduled call with Dr. Ed every Tuesday until you graduate. I will help you lay out your business plan, office layout, equipment cost, demographics and teach you your grand opening procedure as well as hiring staff etc. I will also help you layout your first 24 months of marketing so when you do graduate you will have a template to be able to follow as you graduate into the Doctor P.A.C. program.

6. Quarter 14: Now the student is in their final quarter before graduation. Whether you are Peaking or still at school this whole quarter will be used to tie up all loose ends on your business plan, get your financing finalized contingent on you graduating and getting your license in the state you are going to be practicing in, you will be trained on how to promote your grand opening and you will have already had your One-day intensive with Dr. Ed (formerly known as the Head-to-Head which was included in your Charter membership.) This is a full day one-on-one with Dr. Ed and he will make sure first hand that you have the procedures down and that he addresses any strengths and weaknesses you may have. This will also give you the confidence and belief in yourself to be able to hit the ground running and build the practice of your dreams as you graduate from school and transition into The P.A.C. doctors program.

P.A.C. Members Inquiries:

Inquiry: How important is my credit score and what are some of the ways to boost my score so I have the best chance of getting financed upon graduation?

Answer: Your credit score will make or break your chance of being financed upon graduation. You need your credit score to be at least 650 or above. If you don't have this level of a credit score we will need to seek other means of financing. Be a financially responsible individual these money habits will carry over into your business life so you want to start them now. It is ok to use your credit card just make sure you pay it off each month or have a strategy to pay it off as soon as possible. The best way to boost your credit score is to use your card for things that you already have the money for and then you pay it off immediately. For example, you know you have your loan money and maybe you have to buy books, or pay your utilities for your apartment, pay them on your credit card but instantly go online and pay the card off. This will show you being fiscally responsible to your credit limit etc.

Inquiry: What is the business plan and do you have examples of different ones?

Answer: On my website, there are several examples of different business plans of the most recent graduates who were financed upon graduation. I will continually update this section with the most recent approved individuals so you will always have the most up to date information. This makes things easy, you just put in your detailed information like location, demographics and grand opening date etc. and the rest is copy and paste for the most part.

Inquiry: When should the One-day intensive aka: Head-to-Head be scheduled and what is the Head-to-Head all about and what will it entail?

Answer: A benefit of being a Charter PAC Member for both students and D.C.'s is I included the One-day intensive with me or what is known as the Head-to-Head. This alone is a \$3,500.00 value and is probably one of the most powerful tools I have to instill change in you, get to know you but most of all gather the information needed to be able to truly coach you effectively. I get to know you and you get to know me. We establish a relationship with each other so I can be sure to know how to push the proper buttons as to say to keep you going in the right direction. I will cover all the personal development side of things and make sure you really know how to use them in your everyday life. We will go through the procedural square so I know just how proficient you really are at each of the procedures so I know you will be ready for all those new patients upon promoting your grand opening properly. I have in my mind that One-day intensive will be scheduled in that last six months before graduation to get you all ready and have all of this fresh in your mind. However, for some individuals that may change based on each and every one's individual's needs. If I see someone needs the Head-to-Head right away we can schedule it anytime.

Inquiry: What is the process of picking your location to practice and how do you determine that?

Answer: The rule of thumb of picking out your location is first pick the place that you know you will be the happiest living. Then when you have done that the second rule of thumb is, Location, Location, Location. You will always be the most successful in the environment in which you want to live, start a family and build your practice in and once that is established we will pick the best location in that town.

Inquiry: How do we decide between our practice being insurance based or cash or both?

Answer: This is always up for discussion however the industry is forcing more of us to be cash anyway so the answer is lying in how the money game is played. I always recommend being a combination of both cash and insurance and only taking the good insurances that you know you will get paid on in an efficient manner. The other insurance companies that are slow pay you can bill for your patient but make them pay upfront and don't accept assignment on those insurances and the payment will go directly to the patient. I will discuss the pro's and con's with each member and we will make a decision together of how you want your practice to run when it comes to cash or insurance.

Inquiry: When should we have a practice name, buy a website and start branding etc.?

Answer: With technology, the game has changed drastically in this area and so have the opportunities to really get your name established and known in the community you have picked to practice in. If you know for sure the town in which you are going to practice in I say start NOW! There are many companies out there that cater to students on getting their website built and correlating it with your face book pages and all other forms of social media like twitter, snap chat etc. This can be to your advantage on promoting your grand opening and creating your identity in your town you plan on practicing in. If you are not sure of your location you can still create a generic one and keep it off line until you pick your location and then make it active as soon as you have locked down your town you have decided to practice in. We want to get as much of the busy work done before graduation so you can concentrate on building your practice and have all these other tools working with you as you open. I also have connections that can help right away to build your page and get it up and running asap.

Inquiry: If we have the chance to travel to a location of interest how should we narrow it done to the neighborhood or the town?

Answer: This is a "Feeling" by the way. No definite answer here and if someone says that have the formula they are full of "you know what" lol. When you go somewhere new it's always exciting so you have to put all emotions aside. I remember taking my kids on vacation to different resorts and they would always say, "We should buy a place her dad." If I would have done that every time I would have 10 houses around the world. You have to listen to your gut on this one and way out the pros and cons of the town, school system, climate etc. I will help you walk through this and we will make the best choice together for you and your future.

Inquiry: What banks should we look into for our financing, local or national branches?

Answer: Banks are funny however, I have found that local branches seem to be more flexible when it comes to a new doctor upon graduation. You are more to them than just a number that needs to fit into their profile for you to be approved. They look at “You” as well as the business plan and they can bend the rules a little more than national branches. That doesn’t mean that we don’t look at some national branches to see what they say. You can plan on going to at least 10 banks minimum before you will find the one that will finance you. So, have patience and be persistent and remember you are an asset to the bank not a liability and the only way the bank makes money is to lend money to people like you. So, don’t go into the bank hat in hand begging for a loan, go into the bank like a business person ready to establish and long-term relationship with that institution and with all our ducks in a row to say you will get financed.

This is your road-map to success when it comes to The PAC and The PAC Procedures. I will be adding to this outline as we go and as I get feedback from my members. Don’t hesitate to call me or email me with questions or suggestions. I really want to make sure that this program delivers to each and every one of you more than you ever expected. I will say this though, I won’t do it for you and you have to put the effort in. I don’t want to make doctors dependent on me for their success I want to make doctors independent from anyone and then our coaching changes in the future when it comes to accumulation and retirement etc.

I want to thank each and every one of you for being involved in The PAC and I look forward to being your guide on Your Journey to Your Dream.

Dr. Ed

