

**OWNERS - PROVIDERS - OFFICE MANAGERS**

**EVENT AGENDA**

# ElevateCON



**THE BUSINESS ACADEMY**

**Largo, FL | April 24th - 26th, 2025**



# THURSDAY

**9:00 - 9:15 Bootcamp Kick Off**

**9:15 - 10:30 3 Bootcamps**

## **Associate DC Bootcamp**

New patient ROFs, Patient education, high value table talk, retention driving re-exams. This is for you and your associate to master patient engagements to help BOOM your practice.

## **NP Consult Bootcamp**

Learn to communicate, perform orthopedic exams, and engage new patients effectively. This bootcamp trains your Nurse Practitioners to better raise new patient awareness during the Day 1 process and align with your Case Manager and DC team.

## **ROF Bootcamp**

Learn and practice all the pieces of a successful Day 1 and Day 2. Less "I'll think about it..." and more cash patients excited to say, "YES!"

**10:30-10:45 Break**

**11:45 - 12:00 Dano Ybarra, J-Tech**

Objective Proof. Better Outcomes

**12:00 - 12:30 Karen Rea, FNP-BC, My Injection Training**

Stop Arthritis & Joint Inflammation: The Science & Application of A2M

**12:30 - 2:00 Lunch & Networking**

***Lunch Sponsored by My Injection Training***

**2:00 - 3:30 Bootcamps**

**3:30 - 4:00 Break**

**4:00 - 5:00 Overview & Drilling**

Now we bring it all together! Practice Owners, Office Managers, Case Managers, Associate DC and Nurse Practitioners review the entire Day 1 and Day 2 new patient process, practice scripting and hand-offs and create full alignment for effective new patient conversions.

# FRIDAY

**9:00 - 9:30 Convention Kick Off**

**9:30 - 10:45 Dr. Chris Pellow**

Million-Dollar Months & Multi-Location Mastery

**10:45 - 11:00 Break**

**11:00 - 12:00 David Lee Jensen**

How to Influence Any Audience, Anytime, Anywhere, From Any Stage

**12:00 - 12:30 Dr. Jeff Miceli, Nerve Plate**

One Plate. Multiple Modalities. Massive Impact.

**12:30 - 1:30 Lunch & Networking**

***Lunch Sponsored by Nerve Plate***

**1:30 - 2:00 Dr Gary Rademacher**

Training an Elite Team

**2:00 - 3:00 Tyler Graves**

Zero to \$10M. No investors. No excuses. Just pure growth.

**3:00 - 3:15 Dr. Brad Watts, Biogenetix**

Practitioner-Grade Nutrition. Better Results, Faster.

**3:15 - 3:45 Break**

**3:45 - 5:00 Matt D'Rion**

One Vision. Multiple Companies. Multiplied Across Industries and States

**VIP PARTY** Cocktail Attire

**6:30 Doors Open**

**7:00 - 11:00 Awards Ceremony & Party**

Celebrate in style with our awards ceremony, live DJ, dancing, cocktails, sweet treats, and meaningful connections with the best in the game.

**Spartan Warrior  
Awards & Victory  
Celebrations**

The battle has been fought. The trials have tested your strength, your discipline, and your will. Now, the time has come to honor the brave, the champions, and celebrate our victories! Only the Strongest Will Stand Among Legends. Will You Answer the Call?

Friday April 25th  
7:00 - 11:00 at TBA HQ

# **SATURDAY**

**8:00 - 9:00 Networking & Continental Breakfast**

**9:00 - 9:15 Convention Kick Off**

**9:15 - 9:45 Bruce Roger**

You're One Connection Away from Impacting the Nation

**9:45 - 10:45 Women's Success Panel**

Boss Moves. Women in Charge, Clinics on Fire

**10:45 - 12:00 Marketing Mastermind with Dr. Bobbee Palmer**

Clicks, Leads, BOOM! Build Online Presence That Print Patients

**12:00 - 12:30 Trackstat - Naota Hashimoto, DC**

Are You Tracking What Matters?

**12:30 - 2:00 Lunch & Networking**

***Lunch Sponsored by Trackstat***

**2:00 - 5:00 Shark Tank Team Challenge**

Jump Into the Tank with TBA's Top Sharks & Learn to Turn Struggling Clinics to Thriving Practices

***For 7th Division Members and Invited Guests***

**2:00 - 5:00 7th Division Mastermind**

Command & Conquer: Strategic Mastermind for the Best in the Game in 7D!

**3:30 - 4:00 Break**