

GENERAL STAFF

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

2:00 - 12:30 Karen Rea, 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 Creating a "Ritz-Carlton" Practice

Go From "Bland & Meh" to a "5-Star Experience" For Every Patient In Your Clinic

10:45 - 11:00 Break

11:00 - 12:00 New Patient Scheduling Mastery

Nail Every New Patient Call, Every Time!

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 Building Your Confidence:

Your Guide to Becoming a Certified Bad Ass

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

Practitioner-Grade Nutrition. Better Results, Faster.

3:15 - 3:45 Break

3:45 - 5:00 Goal Setting for a Thriving Career & a Thriving Life

Ready. Set. GOAL SET!

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 Doors Open: Networking & Continental Breakfast

9:00 - 9:15 Convention Kick Off

9:15 - 10:45 Becoming a Thriving Leader In your Practice

Learn to Lead a Team, All While Growing Your Career

**10:45 - 12:00 The Team Member's Guide
to Building Efficiency Out of Chaos**

Learn to Work Smarter, Not Harder

12:00 - 12:30 Dr. Naota Hashimoto, Trackstat

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

3:30 - 4:00 Break