



MEDICAL INTEGRATION GUIDEBOOK.

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WELCOME TO **AMI.**

The most forward-thinking leaders in healthcare agree that the future will be dominated by a collaborative multidisciplinary, **MEDICALLY INTEGRATED** approach to patient care. The best possible outcome is achieved because the individual patient case is resolved by a coordinated team all working under the same roof. Yet, as we look around the healthcare landscape, it can be hard to find real-world examples of this 'futuristic practice' model **UNTIL NOW.**

EXPERTS IN INTEGRATED PRACTICE.

Mike Carberry, D.C. obtained his B.S. in marketing from Stockton University and started his career in advertising and sales. After a serious neck injury in 1986, he returned to school to earn his doctorate in Chiropractic from Life University.

Coleen Carberry, P.T. earned her degree in Physical Therapy from Marquette University in 1984. Her career specialized in traumatic brain injury and stroke rehabilitation.

Coleen and Mike first integrated medical services into their Pennsylvania practice in the late 1990s. Since that time, their ideas and the material they developed

has been used to integrate hundreds of practices across the country. Both Coleen and Mike have owned multiple integrated practices in Tennessee in spite of never living in that state. The Carberrys have employed MDs, nurse practitioners, physicians' assistants as well as physical therapists. With all the changes in healthcare, Mike and Coleen decided to share with other chiropractors what they see as the healthcare model of the future – one that will survive these coming changes and flourish over the next decade. Best of all, Dr. Mike Carberry is a philosophically sound chiropractor, so all the medical services that he employs within his clinic are in alignment

with the overall chiropractic philosophy of health and wellness.

Dr. Mike Carberry is a nationally renowned author and speaker on the topics of healthcare, business, ethics, chiropractic philosophy, functional rehabilitation, and medical necessity. He also teaches continuing education credits for chiropractors across the country. Dr. Mike is the co-founder and President of AML.

Coleen Carberry is a national speaker on the topics of healthcare business management. Coleen is the co-founder and CEO of AML.



Coleen Carberry

COLEEN CARBERRY
CO-FOUNDER & CEO

Dr. Mike

DR. MIKE CARBERRY
CO-FOUNDER & PRESIDENT



This guide has been written with the assumption that the reader is new to the Medically Integrated practice model. You are always welcome to contact AMI (CONTACT US AT BOTTOM OF THIS PAGE!) for further information and a more in-depth discussion. If you decide that the integrated practice is right for you, and we think you have what it takes to succeed in this model, we'll invite you to join us in our mission.

AMI'S MISSION is to transform healthcare by forwarding a model of Responsible Pain Management™ that reduces the need for pain medication. **AMI'S VISION** is to create 1,650 healthcare businesses impacting 1,029,600 lives each year through Responsible Pain Management™ revolutionizing the business of pain management by building and expanding healthcare businesses to become the #1 choice for pain care.

The services in these practices align to the philosophy of responsible and natural healing. AMI clients are able to pursue their passion of helping patients heal naturally while also achieving their personal, professional, and financial goals.

If you are ready to increase the trajectory of your personal, professional, and financial success to achieve a whole new echelon of reward for the hard work you do improving the lives of others, then **THIS GUIDEBOOK IS WRITTEN FOR YOU.**



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CHIROPRACTORS SHOULD THRIVE.

In the United States, the **#1 REASON** for someone to be in the hospital is birth. The **SECOND** most common reason for a hospital admission is **BACK PAIN**. It's also the **#1** reason for a visit to a doctor's office. To top it off, back pain is the most expensive diagnosis in the U.S.

GROW & SCALE YOUR PRACTICE!



Scan, Click
or Capture
to Watch



So how is it that **MOST CHIROPRACTORS TEND TO STRUGGLE FINANCIALLY?** Even those that aren't 'struggling' don't seem to achieve significant financial success over their career.

There are reasons for this, but it's NOT the profession, NOR the patients, and it's NOT the area where these practices are located. The reason for financial struggle boils down to something very simple, an **OPPORTUNITY**.

"THE OPPORTUNITY TO CHALLENGE THE STATUS QUO OF HEALTHCARE WITH MEDICAL INTEGRATION IS BIGGER THAN EVER BEFORE. AMI'S PROVEN INTEGRATION MODEL, SYSTEMS, RESOURCES & STRATEGY WILL GROW AND SCALE YOUR PRACTICE INTO A THRIVING BUSINESS FOCUSED ON PATIENT OUTCOMES."

DR. MIKE CARBERRY

THE CURRENT SITUATION IS THE **#1 OPPORTUNITY**.

Chronic degenerative arthritis is the plague of modern society. It's the biggest category of chronic health conditions that doctors face in practice. And while this is bad news from a patient's perspective (and public health perspective), it is a huge opportunity for those who can facilitate improved health, function and longevity to this population.

Near the top of the list with regard to efficacy, safety and patient satisfaction is **CHIROPRACTIC CARE**. Yet, it's still a very small percentage of public utilization, somewhere around 10%; and a tiny fraction of overall healthcare spending. Unfortunately for patients and third party payors, pharmaceuticals dominate this space. It's a multi-billion dollar business of covering up the symptoms without resolving the problem. It's an industry of dependence creating life-long consumers.

Opioids such as OxyContin, Fentanyl and others began appearing on the market in the mid 1990s. These drugs were touted as safe and effective. They were widely accepted and utilized, despite the fact that they do nothing to functionally



*The best care possible can
only be delivered in an
integrated model*



**SIGN UP FOR THE
BLUEPRINT EVENT**



improve the patient. Decades later, research continues to uncover how destructive opioids are to people's lives, and the financial devastation left in their wake both to individuals and entire states.

OPIOIDS have now become the **LEADING CAUSE OF DEATH** in the U.S. for Americans under the age of 50. In 2020, the United States not only led the world in overdose deaths (#1), but also set a new record with 93,000.

In the 12 months from April 2020 through April 2021, there were over 100,000 deaths attributed to

opioids*. These statistics show that the problem is getting worse every year.

Despite the danger, many doctors continue to prescribe opioids to patients in pain. It's mind blowing when you consider that these drugs solve problems for the manufacturer (and provider) in the form of money and repeat business, yet generate almost nothing of value to the end user except short-term pain relief and the possibility of addiction.

The next time that you think the chiropractor or natural healthcare

provider down the street is your competition, think of the opioid epidemic and the drug-based medical system. That's where most of the patients are, and that's where most of the money is going. This system of drug dispensing and the population's dependency is your **REAL** competition!

**MAXIMIZE PATIENT OUTCOMES.
MAXIMIZE PRACTICE COMPLIANCE.
MAXIMIZE BUSINESS PROFITABILITY.**

*NATIONAL CENTER FOR HEALTH STATISTICS & CENTER FOR DISEASE CONTROL

THE MEDICAL MONOPOLY.

Have you ever noticed that there are chiropractors at nearly every community event, street festival and health fair around the country? Ever wonder why you don't see medical doctors at these events?

Has it ever felt to you like the deck is stacked against natural therapy providers? Does it seem like everything in 'mainstream' medicine leads to a drug as the solution? If so, then you are awake to the reality we face, the same reality that has created a sick population.

Invisible to most, there are hidden barriers and influences that channel the population to drug dispensing practices. These barriers manifest in laws, health insurance plans and media propaganda. Billions of dollars have been spent to protect the interests of drug makers and those that peddle their products.

In the United States, our communities have been brainwashed through nearly everything they watch on television or on the internet, hear on the radio, and/or read to not trust in the body's ability to heal, but instead trust in a new medication.

A well established system backed by the richest industry on the planet (Big Pharma) is in control of healthcare. Those facts are not likely to change any time soon.

CHAOS TO SUCCESS IN YOUR PRACTICE!



**FROM CHAOS
TO SUCCESS**
PRACTICE

Scan, Click or Capture
to Watch



WHAT IS A CHIROPRACTOR TO DO?



How can chiropractors thrive in this environment, even though the whole system is set up for them to fail?

Chiropractors have two equally valid options...

01

THEY CAN

- » Outwork their medical counterparts
- » Do marketing & promotion on the weekends
- » Open at 8 AM and remain open until 7 PM
- » Work six days a week
- » See twice as many patients or more
- » Get more new patients
- » Become better at selling
- » Spend extra time educating their patients
- » Lower their prices
- » Reduce their personal expenses
- » Delay retirement
- » Buy smaller homes

And so on and so on....

02

Or, they can **OWN PART OF THE SYSTEM**. In this option, chiropractic can take its rightful place in healthcare. Chiropractors can actually own a medical clinic, thereby creating a venue where providers of different types collaborate and work to improve patient outcomes.

OR

PLEASE NOTE This is not just any medical clinic, but a medical clinic which offers services that are congruent with chiropractors' philosophy on healthcare; Clinics where chiropractic thrives alongside other functional medical services, many of which are covered, appropriately, by insurance. Because chiropractors are the owners of these clinics, they earn significant incomes, not only from the chiropractic services, but from the medical services as well.

LEVEL THE PLAYING FIELD.

What if you could tap into the 90% of patients who never go to a chiropractor?

Better yet, what if you could own a medical clinic so that you could both: reap the benefit of the increased patient flow into your chiropractic services, and also earn income from the medical services that are delivered?

From a clinical standpoint, an integrated medical practice gives you the opportunity to collaborate with other professionals to achieve the best possible outcomes.

From a marketing perspective it gives you a larger population that is willing to consider purchasing the services of your

practice, and you'll be astonished by how many of those 90% will embrace the integrated model of care.





Changing healthcare is one of those things that if we don't change with the times, ultimately we are left behind.



**SIGN UP FOR THE
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From a financial perspective, running a medical practice (that delivers chiropractic care) is all upside. A chiropractic practice swims upstream, whereas medical practices flow with the current. With improved finances you can afford to create a better experience for your patients, pay better wages and recruit more capable employees. On the personal side, better business income allows you to achieve personal goals, take care of your family and your future.

While you focus on building your practice to help each patient get well, together we will be shifting the healthcare system in a better direction. This will happen because the patients will demand it. Once enough people in your community experience this collaborative approach, word gets around.

Intuitively, people understand that better outcomes are achieved when professionals of different disciplines work together. This gives your practice a competitive advantage. Nationally, it will start to shift the direction of healthcare as the public demands it. Who wants drugs as a solution when they have the option to actually get well? Not many people, of course.

Nationwide, as hundreds of local and regional markets are dominated by AMI integrated practices, the landscape of healthcare will begin to shift. People will become accustomed to collaborative care and demand it, voting for it with their dollars. If a change is to occur in healthcare, it's going to come from market demand from the people.

By doing the right thing for their patients and communities, AMI clients are each earning millions of dollars – all while achieving remarkable patient outcomes and helping to shift the medical system from a symptom model to a function-based model.



WHAT ARE THE GOALS OF AMI?



Improve healthcare by placing **EMPHASIS ON IMPROVED FUNCTION** instead of symptom management.



Help clients **ACHIEVE FINANCIAL FREEDOM** through delivering remarkable patient care.



LEVEL THE PLAYING FIELD FOR CHIROPRACTIC, making it accessible to the 90%.



Healthcare is a business and **YOU MUST CONSIDER FINANCES** when you make decisions about your practice. However, money cannot be the sole focus, or even the primary focus, because as doctors we have a primary duty to care for the patient.

At AMI we have established **THREE RULES** for success in the integrated practice model.

RULE 1



**BETTER
OUTCOMES**

RULE 2



**ENSURE
COMPLIANCE**

RULE 3



**INCREASING
PROFITABILITY**

These three rules all need to be met and should always follow this order. Profits should never be put ahead of the other two rules, but... without profit you can't accomplish rules one and two for any length of time.



THE INTEGRATED ADVANTAGE

SERVICES OF AN INTEGRATED PRACTICE

Insurance coverage for chiropractic has been on the decline since the end of the 1980s. That is when the American Medical Association acquired the billing codes for all of Healthcare. That trend has accelerated in the last ten years. You would think that insurance companies would like the cost of healthcare to come down, but there are many that believe the opposite is true.

The Affordable Care Act (ACA) signed into law March 2010 was promoted by claiming it would control the sky-rocketing healthcare costs. At that time, the bill for American healthcare was \$2.4 trillion. Ten years later, the cost is \$3.3 trillion. That's a 50% increase! The ACA states that insurance companies can only make a 15% profit. Ask yourself; If you were an insurance company, would you rather have 15% of a billion or 15% of a trillion? This could explain why insurances cover treatments that are expensive, must be repeated and can potentially cause more problems.

The ACA also incentivized insurance company audits of doctors. It states that recoupment of dollars in a post-payment audit is not considered profit. So the incentive structure that is in place for insurance companies is to make healthcare as expensive as possible (increasing their 15% cap), while recouping as much money as they can from doctors through post-payment audits.

THE DECK IS STACKED AGAINST YOU AS A CHIROPRACTOR, and it's not in your favor as any sort of healthcare provider when dealing with audits. Being a healthcare provider can feel like walking through a minefield, but it doesn't have to be that way. You can succeed and secure your financial future by embracing a model that aligns with what the majority of people in your community need and want by following AMI's **THREE RULES** for success:

RULE 1



BETTER
OUTCOMES

RULE 2



ENSURE
COMPLIANCE

RULE 3



INCREASING
PROFITABILITY

I can't believe I haven't done this before, I feel almost like I was cheating my patients about getting their function back...

...now I feel confident that I will be giving them the right thing.

SIGN UP FOR THE BLUEPRINT EVENT

The AMI model utilizes therapies like joint injections, trigger point injections, physical medicine rehab, PEMF (Pulsed Electronic Magnetic Field), IV Vitamin Drips and more. These therapies combined with chiropractic services get amazing results with patients. All services have extraordinary safety profiles and which are extremely effective at correcting functional deficits in patients with Chronic Degenerative Arthritis (the most common reason someone seeks medical attention).

Many of these services are covered by insurance, and some are cash. One of the benefits to having a medical practice is that patients are more willing to spend cash on services offered in a medical clinic compared to the same cash services offered in a chiropractic practice. To maintain compliance, AMI doctors DO NOT recommend services based on insurance coverage, but rather on patient need.

The AMI program gives you the foundation upon which you can build other services that can be delivered in a medical office setting; with this, you are not limited in terms of your future expansion.



EXPANDED SCOPE

Building a medical clinic as opposed to a chiropractic office means an expanded scope for the practice. By offering a variety of services you are less likely to become the victim of changing insurance coverage. Compare this to the typical chiropractic practice in a state where the chiropractic benefit is under assault. A benefit change or new legislation can ruin a practice overnight. Your best paying policies can go from unlimited or 50 visits per year to only a handful of covered visits. By contrast, a medical clinic offers many services, and if one of those services becomes non-viable due to a coverage change, it's no big deal. You can still deliver the service for cash and have a majority of care still covered by the patient's insurance. And these services actually improve the outcomes of your patients!

COVERAGE

The list of medical services that are covered by insurance seems endless compared to the coverage that is common for chiropractic services. To add insult to injury, most chiropractic services face a copay amount that nearly eclipses the covered benefit. This 'phantom benefit' that is promoted to health insurance consumers is unfair to both the patient and provider. Both of these problems disappear in the medical model. There is a reason that the last health fair you attended included several chiropractors and no medical doctors. And because more than half of the medical profession thinks that patients are over medicated you'll find many doctors and nurse practitioners that are open to a new model of care. They usually won't admit this but they're looking for a leader to show them the way. A recent study from the Riverside School of Medicine from the University



of California stated that 54% of medical physicians feel burned out and are considering quitting their career. You can hire many of these doctors and revitalize their desire to help people by giving them an environment and clinical tools through which they can fulfill their purpose.

REVENUE

AMI clients typically double or triple their incomes just by changing the practice style. This often happens without the patient volume changing much or even going down slightly. Always keep AMI's **THREE RULES** in place:

RULE 1



BETTER
OUTCOMES

RULE 2



ENSURE
COMPLIANCE

RULE 3



INCREASING
PROFITABILITY

CAN SYMPTOMS REVEAL TRUE HEALTH?



Scan, Click or Capture
to Watch



Go out there and build a better future for your patients, your staff and your family.

By following these **RULES** you will do it right and therefore limit your downside risk. When it comes down to it, wouldn't you rather be financially affluent with the confidence and cash to overcome any hurdle as opposed to staying small with the fear that an unexpected problem will wipe you out?

All you need to do is put in the AMI systems and work with our experienced team to expand your clinic!

Let's do it right!



THE QUESTION CHIROS NEVER ASK



Scan, Click or Capture
to Watch



FOLLOW AMI.



*Our 2020 was amazing.
We just followed the
advice here. We ramped
up, we kept marketing
and just kept running our
systems!*



**SIGN UP FOR THE
BLUEPRINT EVENT**





WORKING ON YOUR BUSINESS VS WORKING IN THE BUSINESS

You've probably noticed that the typical chiropractor has a very busy schedule. He may even feel he's become a slave to his practice. Let's face it, if we were not so passionate about helping others, many of us would not be interested in working this hard for such little pay.

There is no need to feel awkward about really looking at chiropractic practice for what it is, VERY HARD WORK. It's physically demanding. Seeing one patient after the next all day long for years and even decades can be mentally exhausting as well.

Considering what you can afford to pay staff members as a chiropractic business owner, you don't often have many quality candidates to choose from (if you can afford staff at all). If you are the primary treatment provider in the practice, these staff, if you have them, are often left to their own accord for hours on end without immediate direction, oversight, or even training in order to be efficient and effective.

Time off? Most chiropractors work IN the business and so it's nearly impossible to take a two week vacation. Even a one week vacation can cost an arm and a leg when you close your practice or hire a covering doctor.

THE MEDICALLY INTEGRATED PRACTICE IS BETTER.



SYSTEM DRIVEN NOT PERSONALITY DRIVEN

Most chiropractic practices are personality driven. This means that the chiropractor is the person patients are coming to see. It's all about the chiropractor and that's why they come back. This is cool for about the first six months in practice, or until you try to take a vacation. It can be a nightmare when you try to expand the practice by bringing on another chiropractor.

Conversely, a medical clinic is almost never centered around a particular personality. It's centered around services that the patients need and want. Although you will still want to have chiropractic as part of your business, and you may or may not want to be the chiropractor seeing the patients, but at least you'll have that choice. Owning a medical center takes the pressure off the owner to be there at all times. Because there are more services delivered in an integrated office, the owner begins to move into a leadership role.

Because medical practices are centered around services rather than personalities, it makes it easier for owners to build a business where their presence isn't always required. They can choose to not treat patients and focus exclusively on assuming a leadership position. Or they can exclude themselves entirely from day-to-day operations and exclusively wear the owner hat. Either way AMI clients enjoy the freedom of no longer being the personality from whom everyone demands attention.

MORE REVENUE EQUALS ENHANCED PATIENT CARE

As you offer more services, your income will increase and so will your business overhead. Is this something to worry about in the integrated model? No. It's something to control, and AMI will help you do this. Greater revenue opens the door to expansion.

When expanding a business there are three primary financial indicators that you should monitor closely.



REVENUE



EXPENSES/OVERHEAD



PROFIT

When expanding a business, 90% of attention should be on production/collections and 10% on expenses. **IT'S IMPOSSIBLE TO EXPAND A BUSINESS BY DECREASING OVERHEAD!** The expenses of a practice are what buys the revenue. Investing in your company is the only way to make it grow!



MARKETING A MEDICAL PRACTICE **OPENS** MORE DOORS!

Let's say that an opportunity arises for you to get your chiropractic practice into a business for a promotional activity. But at the same time, a medical practice contacts the same business and offers a similar service. Who do you think has a better chance of getting in?

Human Resource Departments often welcome a medical practice while chiropractors get shot down. In fact, corporations sometimes pay a medical provider to attend, and even ask that doctor what other types of providers should attend as well. 'What's up with that?' you may ask. It's an example of societal prejudice in favor of the medical profession and against chiropractors. Only 1 out of 10 people will ever go to a chiropractor. **IN 125 YEARS, CHIROPRACTIC HAS BARELY CAPTURED 10% OF THE MARKET***. Maybe it's time to try a different approach. AMI has done surveys on the general public asking two questions.

*AMERICAN CHIROPRACTIC ASSOCIATION & PALMER COLLEGE OF CHIROPRACTIC

AMI HAS DONE SURVEYS ON THE GENERAL PUBLIC, ASKING **TWO QUESTIONS...**



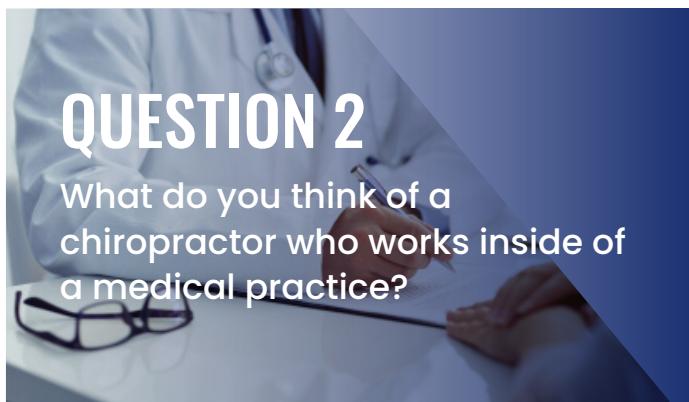
QUESTION 1

What do you think of a medical doctor who works with a chiropractor?

Most Common Answer

'THERE MUST BE SOMETHING WRONG WITH THE MEDICAL DOCTOR'

When the questions were reversed, we got an interesting answer...



QUESTION 2

What do you think of a chiropractor who works inside of a medical practice?

'IT MUST BE A REALLY GOOD CHIROPRACTOR'

The best positioning is to be a medical office that employs a chiropractor, not a chiropractic office that employs a medical provider. This opens your practice up to the 90% of patients who would never go to a chiropractor. The target audience is a patient who wants to avoid surgery or an opioid prescription, there is no shortage of these people.



BETTER VALUE

Deductibles tend to get higher year by year. The ACA (2010) has made healthcare less affordable. In fact, the number one reason for personal bankruptcy is unpaid medical bills. And of those bankruptcies, 72% of those people had insurance. Because of these facts, people tend to pay more attention to the cost of doctor's visits. This increased scrutiny is an advantage for the medically integrated practice because they offer better value. The patient gets the input of several different professionals who collaborate on care. Not only would it be more expensive for the patient to see each practitioner in separate practices, but there'd be very little coordination. That fact alone brings tremendous value. In addition, an AMI integrated practice provides care aimed at restoring function, as opposed to most other medical practices that only manage symptoms. From a patient's perspective, if they're going to spend money, why not actually fix the problem.

THE LEVERAGE OF EMPLOYING OTHERS

Because your integrated medical center will offer services delivered by various kinds of health professionals, it will be your team treating patients instead of just you. If you've never had an associate adjust the patients in your chiropractic practice, then you know what it's like to have to sweat for every dollar you earn. That is no longer the case when you start hiring medical doctors, nurses, physician's assistants or other healthcare professionals to work for you. We have systems to guide you through this process. Our coaching teams work closely with you to know when the time is right to make your next hire. Another thing to realize is this: medical practitioners (MDs, DOs, NPs, and PAs) tend to be less entrepreneurial than chiropractors. If you give them the proper training and respect their license, they will stay with you longer than most DCs. They are not as likely to go down the street and open up a competing practice. AMI has the systems to help you train these professionals and they LOVE the model.

PITFALLS TO AVOID.

BRINGING ON SERVICES **JUST** TO MAKE MORE MONEY

We touched on this earlier but it's worth mentioning again. Where chiropractors tend to miss is trying to solve the problem of 'more income' and asking the questions: 'what code can I bill to get higher reimbursement?' If you want to play this game the right way and for the long haul, you need to follow the **THREE RULES** for success.



WILL NEW PATIENTS FIX YOUR PRACTICE?

Scan, Click or Capture to Watch



RULE 1



BETTER OUTCOMES

RULE 2



ENSURE COMPLIANCE

RULE 3



INCREASING PROFITABILITY

***PROFIT IS ALWAYS THIRD AFTER OUTCOMES & COMPLIANCE**

If you follow the **THREE RULES**, earning more money will simply mean that you are helping more people **[RULE 1]** by following the RULES OF THE GAME **[RULE 2]** and doing it in a way that generates a profit **[RULE 3]**.



When you consider bringing on a service to your practice:

FIRST ASK YOURSELF,
"Can this help my patients?"

If the answer is 'YES', then
ASK THE SECOND QUESTION,
"Can this be delivered in a compliant way?"

If "YES", then
ASK THE THIRD QUESTION,
"Can I deliver this service profitably?"

If the answer to the third question is also 'YES' you should consider bringing on that service.

COLLABORATION IS THE NEW CURRENCY.

THE DO-IT-YOURSELFER

This pitfall is all about lost income. Doctors make this decision to 'do it myself' almost exclusively because they think it will save them money, but here is what really happens. **FIRST**, they end up wasting money as they go through the process of trial and error. **THEN COMES** mistakes in setting up the space. This can include making equipment purchases or build-out. **NEXT**, you pay too much for your nurse practitioner or medical doctor, and with the wrong incentive plan in place, your provider will be more interested in being on their cell phone than seeing patients. **FINALLY**, you go to handle the provider, you realize that you don't have an adequate job description to reference and you end up in an argument over what they expected when they took the job compared to what your intention was upon hiring them.

This is when you remember that the template you used for the provider agreement was not for a healthcare provider and was one you found on the internet ten years earlier when you first started hiring associate chiropractors.

At this point you've wasted more money than it would have cost you to hire a consultant.

Avoid this pitfall by hiring someone experienced that can show you the way. AMI will show you how to do it right and maximize your expansion using the **THREE RULES**.



THE PART-TIME MEDICAL CLINIC

Chiropractors who 'integrate' their office by hiring a doctor or nurse practitioner to come into the practice only a few hours per week. This is considered by the public to be a chiropractic clinic. Defeating the purpose of attracting the 90% of the population that will not go to a chiropractor. There are huge problems with this strategy and so it's something to avoid. The primary problem is that it may leave the chiropractor or owner open to being accused of practicing medicine without a license. Here is the question that an interested prosecutor might ask, 'How does the chiropractor decide which patients need medical services?' or they may also ask, 'Doesn't that mean that the chiropractor is making medical decisions?'.

It's hard to defend against this attack. Your defense is probably going to be that you are referring them over to the medical provider for a consultation, but it's a shaky defense considering that you own the business and are deciding which patients see the medical provider.

A properly integrated practice has a full-time medical provider and is set up to avoid this problem.

The second problem with the part-time medical provider is that the full scope of treatment can not be delivered, and the outcomes suffer as a result. This is not good for the patient and it's not good for your practice in the long run, as word gets around that your results are subpar.

In order to keep the income coming, these doctors sometimes reach out to other chiropractors in adjacent towns offering to have their medical provider come into the office one day per week. Don't go this route as it's not in your patient's best

WORK SMARTER, NOT HARDER.

Up to this point in your career, you've probably done it the hard way (being industrious and putting in lots of hours). Now it's time to start working smarter. One of the best ways to do this is to find someone who already has accomplished what you want and model your actions after them. This is where AMI comes into play. AMI has successfully trained over 1,000 chiropractors on its systems – systems which are continually refined toward better client outcomes.

Our goal with each client is to get them from where they are to where they want to be as quickly as possible while following the **THREE RULES**:

RULE 1



BETTER
OUTCOMES

RULE 2



ENSURE
COMPLIANCE

RULE 3



INCREASING
PROFITABILITY

Within two to five months our typical client has onboarded their medical provider and is delivering medical services. We can move as quickly as you want to implement. Once you are delivering medical services, we continue to work with you to get all the AMI systems in place.

AMI has taken all of the guesswork out of building a medically integrated practice that allows you to achieve your personal, professional and financial goals.

If you have the intention to grow your business in the integrated model, you will succeed with AMI.



HOW TO CONTROL THE CHAOS IN YOUR PRACTICE?

Scan, Click or Capture
to Watch





PRACTICE OWNERS WHO **ALREADY** RUN AN INTEGRATED PRACTICE.

There are many new clients of AMI who own practices already delivering both medical and chiropractic services. These clients fall into one of three categories:

PARTIALLY INTEGRATED

Partially integrated practices want AMI's help to finish the integration process properly. They started as a 'do-it-yourselfer'; AMI helps them to get on the right track.

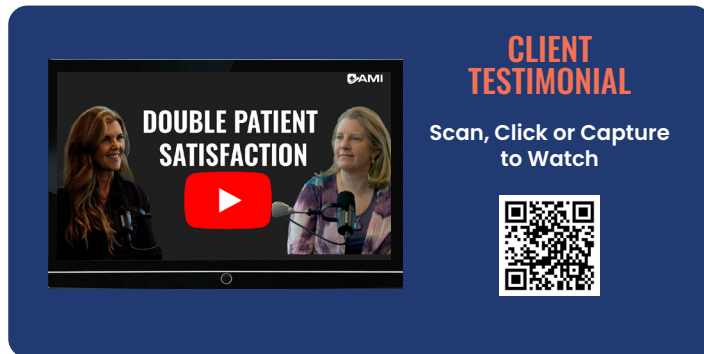
FULLY INTEGRATED

They have all the component parts but can't get it to run efficiently with enough profit. In this case, AMI gets the internal components aligned and functioning, and then ramps up the marketing and sales to generate significant profit.



VERY SUCCESSFUL

With one, two, or a few practices doing well they want more. These clients can experience the most upside in the shortest amount of time. AMI quickly helps the **VERY SUCCESSFUL** to optimize what they have and then duplicate that success with competent staff opening and running additional locations. The goal here is to help them dominate their local or regional marketplace.



CINDY JOHNSON, P.T.

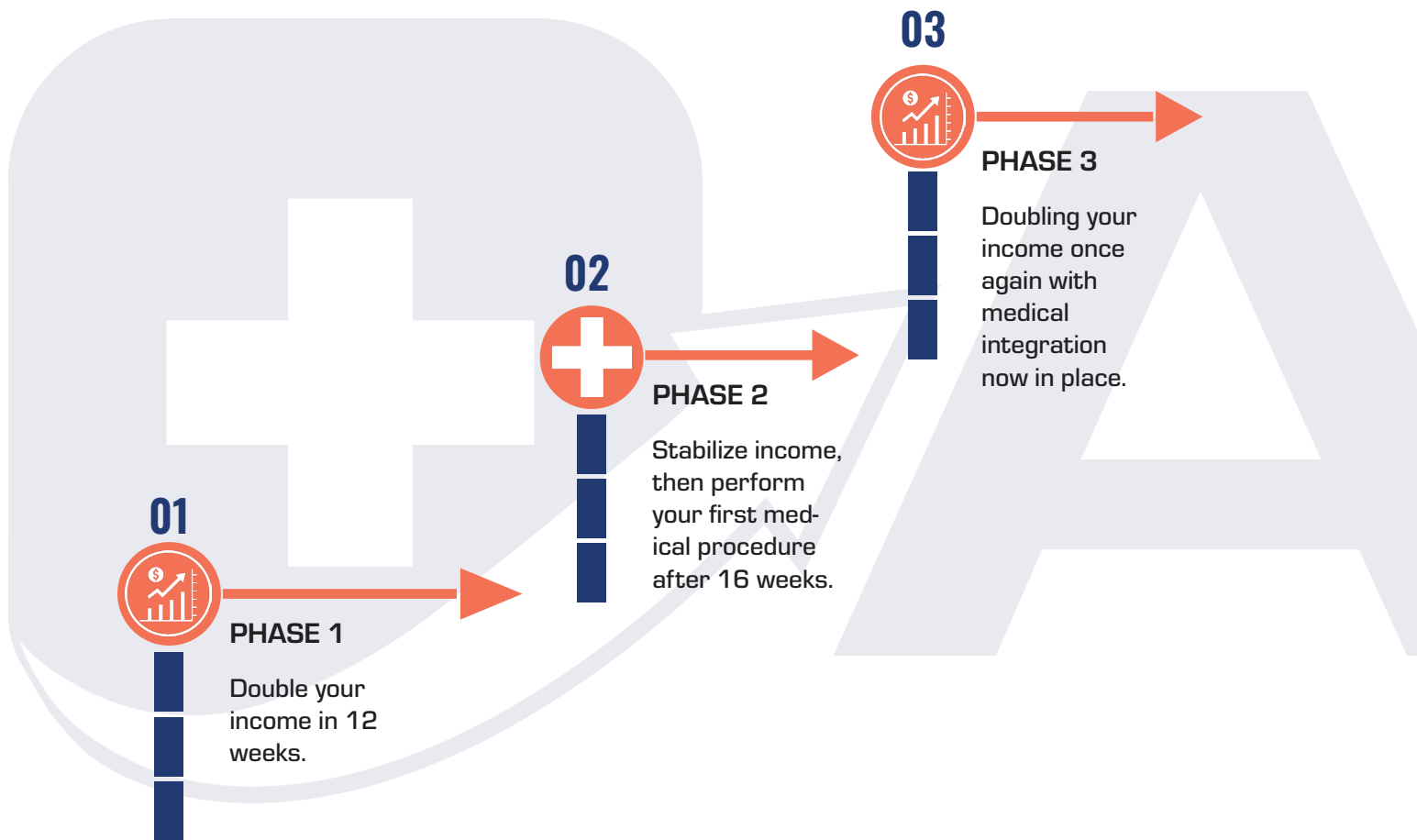
“The results we’re having are more complete, faster, more comprehensive and just amazing PATIENT OUTCOMES.”



An integrated practice only works if there is a team in place. The AMI system ensures a team practice is in place for the benefit of the patient and the practice itself. A team that is on the same page gets better patient results, is more efficient, and is therefore more profitable; it also has more fun. A team environment also benefits the owner.

AMI training allows clients to develop a team-driven practice where the patients show up for the service and not for any one personality. This is what allows AMI clients to spend more time working on their business as opposed to working in their businesses. This can result in a more stable practice and personal freedom for the owner. AMI can help clients accomplish extraordinary results because we deliver a complete system that addresses every area of a practice that drives expansion and ensures stability.

The best part about integrating your clinic now is that it not only positions you well for the coming changes in healthcare, but it will help generate more revenue. The average AMI client increases their revenue by two or three times within a year. It’s all a result of offering more services that appeal to a larger segment of the population. The rewards are significant: better patient outcomes, better positioning for your practice within the community, greater revenue and a more secure future.

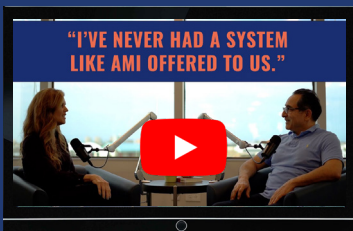


THE JOURNEY OF AN AMI INTEGRATED PRACTICE.

INTEGRATION PROGRAM

It starts with the AMI Integration Program which is designed to help a practice owner convert from a chiropractic practice to a medical practice (that delivers chiropractic care). Our first action with a new client is to assess where they are and what they want to accomplish—and based on that assessment, the exact sequence of delivery of the Core Program is determined.

CLIENT TESTIMONIAL



Scan, Click or Capture to Watch



DR. AMIR AHMADIYAR

“I decided to join. And we’ve been very happy. I’ve never had a **SYSTEM** like AMI offered to us.”

The purpose of the Integration Program is to help a chiropractor establish an integrated medical practice without compromising the ethics or integrity of the practice.

The AMI model combines physical therapy rehab, safe medical injections, PEMF (Pulsed Electronic Magnetic Field), IV Vitamin Therapy along with cutting edge therapies and chiropractic.



Many of our clients 2X, 3X and even 4X their practice during the Integration Program.

VALUABLE RESULTS.

At AMI, we value you because you help patients improve their health and improving their health aligns with our purpose. We see your goals as valuable because you are important to us. So no matter where you are now, or what you hope to achieve with the AMI program, we are here for you. Here are some of the more common valuable results our clients experience in our integrated model.



EXIT STRATEGY

Having systems in place, with multiple providers, team members moving into leadership roles and even the possibility of multiple practices, all increase the value of your practice which means a more valuable asset to have and possibly sell one day. A good exit strategy involves all of these things and should be created early in the business and not necessarily towards the end.

Not only should you get the satisfaction of knowing that someone is forwarding the mission that you started, but there should also be a significant financial reward. In fact, if done right, the sale of the practice will probably be the biggest financial transaction of a doctor's life.

AMI's entire program is geared toward adding value; value for your patients and value in your business. By joining AMI, you are securing your financial future. While you may not want to sell now, there's more than a good chance that you'll want to sell at some point in the future. To maximize your potential, you need to start building now with your intention toward that eventual exit.



MORE TIME TO ENJOY THE FRUITS OF LIFE

AMI clients build the business and pass the job of running the day-to-day (including being the chiropractor) over to their staff. This gives the practice owner the true rewards of running a business – unlimited income potential, time off, and the opportunity to create a professional and financial future for your team members. The headaches of owning a bigger business are the same (maybe even less) than owning a small practice.

So if you're going to do all that work, and put up with the headaches of owning a business, then why not get the rewards as well. Join AMI and we'll show you how.



BUILDING FINANCIAL RESERVES

Most practices are in such a poor financial condition that any significant bump in the road could knock it out of business. Typically, AMI clients are able to build three to six months reserves because of the increased revenue and profitability of their practice once on the AMI program. For most doctors, an increase in revenue of 2x-3x while maintaining their personal expenses at the same level for a period of time quickly generates a significant reserve.

AMI is dedicated to building value in each client practice. Part of that value is building a significant financial reserve so that the future of your practice and your personal finances are secure.



STRUGGLING TO FIND NEW PATIENTS?



Scan, Click or Capture to Watch





BUSINESSES DO NOT MOVE PEOPLE. PEOPLE MOVE BUSINESSES.

STAFF AS AN **ASSET**, NOT A LIABILITY

One of the foundational aspects of growing a practice is the staff. Staff that know how to do their job and that are willing to do it as part of a team striving to achieve the goals of the organization are your most valuable asset. Some doctors wish they could run their business without any employees, but it's impossible to grow a business without employees. In fact, it's the number of competent employees with goals aligned with the organization that is the main driver determining how big that company can grow. Here are some key aspects that lead to great employees that can help you achieve your goal.



KNOWING
WHEN TO HIRE



ATTRACTING
GREAT TALENT



DEVELOPING
YOUR PEOPLE WITH
SYSTEMS



ALIGNING
YOUR TEAM



CREATING
THE CULTURE

The success of your team is what will determine the success of your practice. A true leader makes everyone else's success easier. Leadership is a skill that can be learned. AMI can help you develop your leadership skills so that you can develop and lead your team to success. The ultimate success is when the practice achieves its goals allowing the owner and staff members that contribute to achieve their personal, professional and financial goals.



TREATING THE **90%**

There are several reasons why the AMI program creates so much success. A big reason is the market. When you are a chiropractor, 10% of the population will consider your service. But when you are a medical office, nearly 100% of the population will consider you as an option to service their healthcare needs.

It is estimated that Americans spend \$635 billion on pain every year. Of that, 60% is spent on spinal pain according to the Institute of Health Metrics and Evaluation of University of Washington Medical School. That comes out to \$381 billion compared to \$15 billion for Chiropractic. You just need the proper positioning to capture the business. Your medical office will allow you to capture the market share you deserve.

WELCOME TO THE WORLD OF THE INTEGRATED PRACTICE!

If you have made it this far, we hope that you are **INSPIRED** by the possibilities of an **INTEGRATED PRACTICE** and the **AMI PROGRAM**. If you **ALIGN** with AMI, integrating your practice and experiencing **RESULTS** is **EASY**, because it's our job to make it that way!

DO YOU WANT

IMPROVED PATIENT OUTCOMES.



A STAFF DRIVEN PRACTICE.

TIME OFF & FREEDOM TO DO OTHER THINGS IN LIFE.



INCREASED REVENUE AND PROFITABILITY.

A PRACTICE VALUED AT 7 OR 8 FIGURES UPON EXIT.



TO LEAVE A LEGACY OF GOOD HEALTH IN YOUR COMMUNITY.

ARE YOU READY to step out of your routine and explore how the **AMI MODEL** will fit in with your purpose and goals?

YOU ARE INVITED to take the next step by looking 'behind the curtain' of our operations at AMI from **ATTENDING** our upcoming **MEDICAL INTEGRATION BLUEPRINT OPPORTUNITY!**

SCAN
OR CAPTURE
TO REGISTER!



The AMI program is delivered with the full intention of your successful implementation. We are proud of our growing impact and transformational practice model which is revolutionizing healthcare in the US. Join us in this healthcare revolution!

WHAT ARE YOU WAITING FOR?



VIRTUAL

YOUR MEDICAL INTEGRATION BLUEPRINT OPPORTUNITY IS HERE!

REGISTER
TODAY!

SCAN, CALL OR
CAPTURE



IS MEDICAL INTEGRATION
THE SOLUTION
FOR YOUR PRACTICE?



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