

# **BRIMHALL HOMECOMING 2013**

## **Seminar Itinerary**

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### **Thursday, January 24**

Time:	Room:	Presenter(s):	Topic:
6:00-8:00 P.M.	Buckhorn	Brimhall Teaching Team	Pre-Seminar Treating. TREATING TIME IS LIMITED SO YOU MUST BE SCHEDULED TO BE TREATED. Call for scheduling at 866-338-4883.
6:00-8:00 P.M.	Staghorn	Dr. Scott Miner	Re-Certification. Call Health Path Seminars to register for re-certification at 866-338-4883.

### **Friday, January 25**

Room: Buckhorn

Time:	Presenter(s):	Topic:
9:00-9:45	Dr. John Brimhall	Welcome. Taking your practice to the neXt level. Introducing groundbreaking protocols and nutrition updates in expanding your practice.
9:45-11:15	Ryan Frace	Welcome to the Xymogen family! Tour our brand new manufacturing facility and then let's discuss the science and research behind the Xymogen product line. Learn about weekend specials, private labeling, web store opportunities, personalized instruction and much more.
11:15-11:30	BREAK	
11:30-1:00	Dr. Bruce Parker	7 Keys to 7 Figures. The million dollar business guide. Dr. Bruce Parker lays out some very specific strategies any business person can put to immediate use to grow their bottom line profits.
1:00-2:00	LUNCH	
2:00-3:00	Dr. Brett Brimhall	Allergies and Sensitivities, how they prevent or slow patient progress. Introducing the ASA (Allergies, Sensitivities Assessment) to complement A/SERT. Understand the technology, discuss case histories and success stories. Join our afternoon breakout for more in-depth discussion of allergies and sensitivities, the

		ASA allergy unit and implementing more comprehensive allergy work into your practice.
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## ***BREAKOUTS:***

3:00–6:00

Room:                      Presenter:                      Topic:

Buckhorn	Dr. John Brimhall	Extreme treating! Join this advanced session to see and learn firsthand how Halogen and expanded Heavy Metal testing is an essential piece to the Health Puzzle. Hands on with advanced nutrient scanning and other advanced protocol.
Sagebrush	Dr. Brett Brimhall	Explore the ASA (Allergies, Sensitivities Assessment)! Understanding the ASA and allergy treatment. Discussing case histories along with the recommended Advanced Allergy Testing & Treatment protocol in order to achieve the most optimal results the fastest.
Staghorn	Dr. Robbie Johnson	Maximize your skills! Hands on with muscle testing, nutrient testing, Vibracussor & Arthrostim. This is a great session for newer docs as well as CAs to attend.

\*All sessions to break at 4:00\*

## **Saturday, January 26**

Room: Buckhorn

Time:                      Presenter:                      Topic:

8:00–9:00	Panel: Dr. John, Dr. Brett, Dr. Joe Evans, Ryan Frace, Rachelle Tomey, Dr. Bruce Parker	Brimhall/Xymogen Workbox: Case histories and product boot camp. Become more familiar with Xymogen and Dr. Brimhall's BioEnerGX lines. Learn about your benefits as a practitioner and how to increase your patient results, retention and profitability. Try to stump this group of professors!
9:00–9:45	Dr. John Brimhall	The Thyroid Miracles: Halogens, Heavy Metals, Selenium, Iodine, Hashimoto and Graves Disease. The common link that tie these issues together and dispels the myths of IODINE.
9:45–11:15	Joe Evans, PhD	Metabolic Diseases: Overview, Causes, and What to Do About It

		High-Fructose Corn Syrup and Metabolic Dysfunction, weight management, Lipid oversupply, oxidative stress, and insulin resistance, Enhancing AMP-kinase, the master regulator of fat burning, Controlling glucose absorption, utilization, and elimination, Understanding “diabesity” and improving insulin sensitivity
11:15-11:30	BREAK	
11:30-12:00	Brandy Brimhall	Find out what's new in 2013 and what you must do to begin preparing for ICD-10. How compliant is your practice with the enhanced standards in place today? This session will begin to outline steps for practice preparation and error prevention. (Afternoon workshop to continue this theme.)
12:00-12:30	Mike Oliver	Apex EDI will be discussing: Improving collections through managing claims reports. Electronic Health Records meaningful use criteria, 5010 claim format changes and effective billing of electronic claims. Also to be covered are other features to improve practice collections and reduce the workload of your staff so your team can focus on other important areas to help your practice grow.
12:30-1:00	Dr. Ray Foxworth	The President of ChiroHealth USA will be discussing the often conflicting rules, regulations and laws regarding offering discounts to your patients. This includes how to legally make care affordable to patients that are cash, underinsured or Medicare. Learn the do's and don'ts regarding discounting as well as creating a sound financial policy.
1:00-2:00	LUNCH	
2:00-2:30	JR McKee & Kyle Nelson	Epic Marketing will be discussing several forms of advertising including print, online, mail, TV, Radio, and more. How do you determine which one is right for your practice? Epic Marketing will show you how to direct your efforts for the greatest return for your marketing dollar.
2:30-3:00	Dr. Kevin Bodling & Frank Hunt	Functional Evaluation made easy. Learn how to implement lab testing into your office right away, understand the discounted pricing as well as tour the computerized Doctors Choice reporting system.

## ***BREAKOUTS:***

3:00-6:00

Buckhorn	Dr. John & Doctors Choice	Imagine the possibilities of amplifying patient care! Review case histories, lab studies, treatment recommendations and success stories. This session will put together the Doctors Choice lab interpretation program, the 6 Step Protocol and nutrient applications that result in getting great patient
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		results, even better.
Sagebrush	Brandy Epic Marketing Apex EDI	Go in depth with ICD-10 preparation as well as steps to insure your practice is compliant. Discussing compliance plans, documentation, coding and other important hot topics. Also, hear more from Epic Marketing to determine how they can help boost your practice. Join us also to hear Apex EDI outline the behind the scenes details for clean insurance claims submission, faster reimbursements and how Apex EDI can help even beyond being your insurance clearinghouse.
Staghorn	Dr. Brett Brimhall	Intermediate/Advanced protocol. Hands on laser therapy, learn self testing and learn step by step how Dr. Brett's practice flows smoothly from the front to the back-office. This will be very helpful for doctors and CAs who are working to streamline and organize their current back-office systems!

## Sunday, January 27

Room: Buckhorn

9:00-11:00	Dr. John & Dr. Brett	Nutrition Xposed: Review in detail complicated case histories with solutions. At the end of this session you will have increased confidence of how to give help to those that thought that there was no hope. Discussing also, signs and symptoms of specific nutrient needs.
11:00-11:15	BREAK	
11:15 - 12:00	Dr. Brett Brimhall	Fatigue, depression, anxiety, thyroid problems, autoimmune thyroid, treating children, how to educate and explain findings and recommendations profoundly from the 6 Steps point of view.
12:00-1:00	Dr. John	Let's talk toxins! Where are they coming from? What are toxins really doing to our bodies, how are we becoming more toxic and what treatment and nutrient applications have been successful in treating toxic patients. Tying up loose ends from the weekend sessions. Seminar closing.

**END OF SEMINAR**