



EVENT SCHEDULE

9:00am - 9:30am **Event Kickoff: Evolution of Chiropractic**
Presenter: Dr. Aaron Gumm
Discover how to leverage Blueprint to Practice Automation (BPA)

9:30am - 10:15am **Exposing Your Practice's Achilles Heel**
Facilitator: Toby Hughes
Uncover hidden barriers that are silently draining your revenue potential and learn how to fix them fast.

10:15am - 10:25am **Profit Break**
Featuring: Dr. Fitzsimmons & Toby Hughes
Quick insights on overcoming common revenue constraints.

MARKETING OPERATING SYSTEM (MOS): SCALE YOUR REACH

10:25am - 10:55am **Building the Ultimate Marketing Revenue Engine**
Presenter: Dr. Aaron Gumm
How to design a marketing operating system that turns every dollar spent into measurable growth.

10:55am - 11:25am **The ROI Playbook: Maximize Your Marketing Budget**
Presenter: Dr. Josiah Fitzsimmons
Learn the insider strategies to stretch your budget while multiplying results.

11:25am - 11:35am **Trends That Drive Profits**
Featuring: Dr. Fitzsimmons & Dr. Aaron Gumm
Latest marketing trends reshaping client acquisition.

CLINICAL OPERATING SYSTEMS (COS): OPTIMIZE REVENUE PER PATIENT

11:35am - 12:20pm **Creating a Revenue-Driving Patient Experience**
Presenters: Dr. Blaine Kingsbury & Kelly Kingsbury
Transform patient touch-points into consistent revenue streams.

12:20pm - 12:50pm **The Profit-Outcome Connection: Clinical Excellence Meets Revenue Growth**
Presenter: Dr. Aaron Gumm
Learn how to improve patient outcomes while driving profitability.

12:50pm - 1:50pm **The Clinical Outcome Multiplier: Case Management Strategies**
Presenters: Dr. Jason Maggio & Dr. Blaine Kingsbury
Optimize Day 1 and Day 2 strategies to maximize each patient's clinical results & lifetime value.

1:50pm - 2:00pm **BPA Mastery Break**
Presenter: Dr. Josiah Fitzsimmons & Dr. Aaron Gumm
Tips to amplify results using BPA tools.

BUSINESS OPERATING SYSTEMS (BOS): UNLOCK PRODUCTIVITY & SCALE

2:00pm - 3:00pm **Break Free from Business Bottlenecks: 2025 Profit Initiatives**
Facilitator: Toby Hughes
Build a 3-year revenue roadmap, set 1-year growth goals, and create 90-day execution cycles for massive results.

3:00pm - 4:00pm **The Productivity Formula for 10X Team Efficiency**
Facilitator: Toby Hughes
Master daily and weekly operations, streamline delegation, and create bulletproof accountability systems.

4:00pm - 4:10pm **Culture & Productivity Break**
Featuring: Dr. Josiah Fitzsimmons and Toby Hughes
How to align culture with high-performance rhythms.

4:10pm - 5:10pm **The Bright Future of Healthcare: Seize the Opportunity**
Presenter: Dr. Fab Mancini
Why the next decade is ripe for exponential growth in alternative healthcare—and how to lead the way.

5:10pm - 6:10pm **Revenue Strategy Deep Dive: Business Q&A Panel**
Panelists: Toby Hughes, Dr. Fitzsimmons, Dr. Gumm, Dr. Kingsbury, Dr. Maggio
Your burning business questions answered by the top minds in the field.

BREAKOUT SESSIONS

2:00pm - 3:00pm **BPA Guests - Podcast Power Hour: Unlocking Practice Growth**
Hosts: Dr. Aaron Gumm & Dr. Josiah Fitzsimmons
Exclusive Q&A on scaling practices and maximizing BPA strategies.

3:00pm - 4:00pm **Case Management Training (Day 1 & Day 2)**
Presenter: Kelly Kingsbury
Level up your clinical game to drive revenue and retention.

5:10pm - 6:10pm **Office Management Training**
Presenter: Kelly Kingsbury
Turn office management into a productivity powerhouse.