

Piet Seru, DC practices since 1981 at the renowned Sanrocco Chiropratica clinic in Como, Italy, of which he became owner in 1993. Since then he has developed and expanded the clinic with an international group of 8 chiropractors to become one of the most successful chiropractic clinics in the world, adding two new partners, Dr. David and Dr. Stockelynck, in 2005. In 2009 the Sanrocco opened in Reggio Emilia and has added 3 more chiropractors to the team. Over the last 20 years the clinic has averaged over 3500 new patients per year with no insurance, no advertising, no physical therapy, no reimbursement, high fees and no gimmicks.

One of the most important reason for this success, apart from sharing the same philosophy, is the basic "first visit protocol" used by all chiropractors in the clinic. Although each chiropractor practices his own techniques in his own way, the basic first visit protocol is the fundamental first step in quickly and clearly distinguishing the true causes of the patients problems. This protocol indicates the type and order of treatment they must follow in order to get well. It gives priority systems (from teeth to feet), that shouldn't be missed and have to be adjusted first, independent of the patient symptoms, if you want to put the natural healing mechanisms in motion.

Whenever there is no priority he will teach how to palpate and use predictable recurrent palpatory pain patterns on any and every patient as a practice building tool. It will not only allow you to do a unique chiropractic visit, independent of the technique you use, but also to make the patient feel the differences before and after the adjustment. The nice thing about the predictable pain patterns is that it convinces the patient (especially the kinesthetic ones) that you understood their problem. It will not only help you to avoid mistakes, but also to show more confidence. This part alone is already worth the whole seminar for chiropractors with a high volume practice.

This seminar is a profound look at the art and real clinical science of chiropractic, as well as an essential, practical, hands-on weekend teaching on all aspects of the first visit, technical and communicative, refined by Dr Seru after 35 years of experience and more than 50,000 different patients personally visited and adjusted by him. (Dr. Seru will be accompanied by 2 or more colleagues whom will help with the practical part).

THE SEMINAR WILL BE TAUGHT IN ENGLISH!  
(PLEASE BRING YOUR PORTABLE TABLE)

## MILAN March, 12<sup>th</sup>-13<sup>th</sup>, 2016

**NH Milano Touring**  
Via Ugo Tarchetti, 2  
Milano

Timetable:

### **Saturday 12<sup>th</sup>**

08.30-10.30 am  
10.30-11.00 am Break  
11.00-01.30 pm

AIC Assembly at 3.00 pm

### **Sunday 13<sup>th</sup>**

08.30-10.30 am  
10.30-11.00 am Break  
11.00-01.00 pm  
02.00-05.00 pm

## RIMINI June, 11<sup>th</sup>-12<sup>th</sup>, 2016

**Golden Tulip Waldorf Hotel**  
Viale Amerigo Vespucci, 28  
Rimini

Timetable:

### **Saturday 11<sup>th</sup>**

08.30-10.30 am  
10.30-11.00 am Break  
11.00-01.30 pm  
03.30-07.30 pm

### **Sunday 12<sup>th</sup>**

08.30-10.30 am  
10.30-11.00 am Break  
11.00-01.00 pm  
02.00-05.00 pm

## COSTS

### **MILAN March, 12<sup>th</sup>-13<sup>th</sup> 2016** *one only seminar*

#### **Early bird February 15<sup>th</sup>, 2016**

AIC Members/ECU Euro 349,00  
Not AIC Members/Not ECU Euro 449,00  
DC 1st year graduation Euro 150,00  
Students Euro 100,00

*After the above date:*

AIC Members/ECU Euro 430,00  
Non AIC Members/Non ECU Euro 530,00  
DC 1st year graduation Euro 200,00  
Students Euro 150,00

### **SPECIAL PACKAGE MILAN/RIMINI** *two seminars*

#### **Early bird February 15<sup>th</sup>, 2016**

AIC Members/ECU Euro 649,00  
Non AIC Members/Non ECU Euro 749,00

*After the above date:*

AIC Members/ECU Euro 749,00  
Non AIC Members/Non ECU Euro 849,00

### **RIMINI June, 11<sup>th</sup>-12<sup>th</sup> 2016** *one only seminar*

#### **Early bird May 13<sup>th</sup>, 2016**

AIC Members/ECU Euro 349,00  
Non AIC Members/Non ECU Euro 449,00  
DC 1st year graduation Euro 150,00  
Students Euro 100,00

*After the above date:*

AIC Members/ECU Euro 430,00  
Non AIC Members/Non ECU Euro 530,00  
DC 1st year graduation Euro 200,00  
Students Euro 150,00

#### **BANK TRANSFER PAYMENT**

AIC Servizi SRL - Strada del Casalino, 5  
00063 Campagnano di Roma (RM)  
Banca di Formello e Trevignano Romano  
di Credito Cooperativo  
IBAN: IT54R0881239090000000014782  
SWIFT/BIC CODE: ICRAITRRMMKO

Associazione Italiana Chiropratici  
Via Brigata Liguria, 1/20  
16121 GENOVA  
+39 010 5533036  
aic@chiropratica.it  
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**AIC**  
ASSOCIAZIONE ITALIANA CHIROPATICI  
ASSOCIATION OF ITALIAN CHIROPRACTORS



# FIRST VISIT BY Piet Seru, DC

- **MILAN March, 12<sup>th</sup>/13<sup>th</sup> 2016**
- **RIMINI June, 11<sup>th</sup>/12<sup>th</sup> 2016**

## PROGRAMME PART I: (MARCH, MILAN)

### ► *Neurology on receptors, subluxation and pain.*

#### ► *Chiropractic anamnesis*

When, how, and why to accept or refuse a patient, using psychosocial/cognitive research and Neuro-Linguistic Programming to communicate with the patient as well as the art of creating enthusiastic patients

#### ► *Postural analysis behind the plumb line*

Lateral and antero-posterior postural analysis  
The pelvic categories

#### ► *Static and dynamic palpation*

Seated, supine and prone and what the findings mean.

#### ► *Predictable Recurrent Palpatory Pain Patterns*

(from feet to occiput)

Normal patterns as well as exceptions and their meaning.

#### ► *Short leg*

Difference prone-supine and anatomical short legs (heel lifts)

#### ► *Priority system*

##### 1. *Dural Torque Tension*

Probably the most important key to resolve chronic problems, generalized tiredness without evident reasons, malaise, almost all cases of fibromyalgia, pain all over after giving birth and most whiplash injuries.

##### 2. *Occiput Ilt-Anterior atlas*

Not only important in fixing unexplained knee or low back pain, but many times crucial in fixing symptoms of what medicine attributes at a stenosis of the lumbar spine.

##### 3. *Ascending-Descending problems, NOT Technique for TMJ*

The information about the TMJ will enable you to discover 90% of all the stomatognathic problems that you may encounter in daily practice and are interfering with your adjusting or creating recurrent subluxations. It will teach you when the patient needs to see a dentist or how and when you as chiropractor can fix the problem. It is based a clinical research done over a 10 year period at the Sanrocco on more than 3000 patients seen together with dentist, M.D's, neurologists and podiatrists.

## PROGRAMME PART II: (JUNE, RIMINI)

### ► *Short review of Part I of First Visit*

#### ► *TL NL Adrenals*

##### *Relative hypoadrenia and/or Functional hypoglycemia*

1. Different forms of stress.  
(structural, biochemical, mental, electromagnetic)
2. How to distinguish one from the other and how to deal with patients having these problems.

#### ► *TL K27 Right – SP21 Left: Nutritional problem*

1. Different procedures for testing most common food intolerances.
2. How should we really eat in order to stay healthy?

#### ► *TL NV PMC: Emotional problems*

Short introduction on the best techniques used for emotional problems.

#### ► *Dorsum left hand on GV20: Electromagnetic problems*

How to neutralize the electromagnetic waves emitted by cell phones, computers, high voltage cables etc.

#### ► *TL SI bilaterally: SOT Cat. I*

How to accelerate the basic procedure of blocking in Cat. I

#### ► *Pineal gland*

How to find and fix people who feel tired and bad in the morning or when seasons change.

#### ► *Cranial Tap: Holographic problem*

How can you detect and fix painful spinous processes and the consequences.

#### ► *TL lumbar: SOT Cat. III*

Different treatment options between medial and lateral disc herniations.

#### ► *Viral and bacterial infections*

#### ► *Injury Recall Technique*

How to eliminate persisting pain after traumas and/or operations where there is no diagnostic findings.

#### ► *Neurological Interlink Technique*

The fastest, most revolutionary and efficient technique which you should use for ligament, tendon and muscle tonus problems (f.e. ankle sprains, shoulder and knee distortions, inguinal ligament sprains, chronic non-osseous neck and back problems).

#### ► *Scar tissue (piercings)*

#### ► *Shock absorber (foot problems)*

#### ► *Imbrication*

#### ► *Note on evidence-based health science*

Why chiropractic is doomed to disappear if we let our educators create second-hand physical therapists, which they call primary spinal specialists instead of chiropractors, while funding research on pain relief with manipulative therapy, instead of chiropractic healthcare.

#### ► *Pain locations and their significance*

## REGISTRATION FORM

- ☐ MILAN March, 12<sup>th</sup>/13<sup>th</sup>, 2016  
☐ RIMINI June, 11<sup>th</sup>/12<sup>th</sup>, 2016  
☐ SPECIAL PACKAGE MILAN+RIMINI

\_\_\_\_\_  
Last Name

\_\_\_\_\_  
First Name

\_\_\_\_\_  
College and year of graduation

\_\_\_\_\_  
Street

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District

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ZIP Code

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Country

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Telephone

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Fax

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Email

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VAT Number

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Tax Code

*No registration at door*