

## **A special class for Chiropractic Assistants**

Scopo del programma è dare alle Chiropractic Assistants degli strumenti e delle conoscenze per

- gestire in modo indipendente e responsabile il rapporto con i clienti
- migliorare e rendere più efficace la comunicazione con i pazienti
- rendere proficuo il rapporto fra i membri dello staff
- aumentare la qualità del servizio
- migliorare l'organizzazione della clinica e del lavoro individuale ottimizzando i tempi e prioritizzando i compiti.

Tutte le informazioni sono strutturate per essere disponibili sin dal giorno successivo al corso.

Benefici per la clinica: quando la CA comprende esattamente il suo ruolo e viene fornita di strumenti per svolgerlo al meglio diventa una risorsa sia per il dottore che per il paziente.

Benefici per la CA: con nuove strategie e strumenti collaudati il suo lavoro diventa più fluido e più gratificante.

### **Temi Sviluppati**

- *Storia e filosofia: la chiropratica come risorsa per uno stile di vita completo e bilanciato*
- *Comunicazione efficace, interazione e confronto con i pazienti*
- *Servizio e orientamento verso il paziente*
- *Organizzazione della CA e organizzazione della clinica*
- *Procedure, check list e script: l'importanza del manuale procedurale*
- *Identificazione dei blocchi che frenano la crescita della clinica*
- *Stabilire obiettivi realistici e portarli a compimento*
- *Internal Marketing*
- *La figura della Tech CA per liberare i tempi del DC*

### **Biografia della Sig.ra Antonella Scorianz, CA**

Antonella Scorianz inizia la sua carriera professionale come insegnante di musica e canto corale, ambito in cui apprende i fondamentali dell'insegnamento, del lavoro di gruppo e della motivazione.

Da quando, nel 1990, avviene il suo fortunato incontro con la chiropratica, inizia immediatamente a seguire, in modo intensivo ed approfondito i programmi e le consulenze individuali di alcune fra le più importanti personalità nel campo dell'arte e filosofia chiropratica (dr Morter, dr Epstein, dr Gold, Dr Koren), del management chiropratico ( J.J. Chatrousse, C.J. Mertz, Patrick Gentempo, Bob Hoffman, Steve Hoffman, Bill Esteb) e non (Greg Stanley, Robert Kiyosaky, Harv Eker) da alcuni dei quali riceve certificazioni e riconoscimenti. Da 15 anni è Facilitator del Demartini Institute, ed è autorizzata ad insegnare il corso The Breakthrough Experience, ideato dal dr Demartini che tiene regolarmente assieme al suo compagno di lavoro e di vita, dr H. Dwight. Si occupa di formazione e coaching personale e professionale per adulti e ragazzi. Da più di 20 anni organizza la formazione dello staff nei suoi due studi chiropratici e ha fornito la sua consulenza a vari chiropratici in Italia e all'estero.



For more information, please visit our web-site :

[www.chiropratica.it](http://www.chiropratica.it)

or feel free to contact A.I.C.:

e-mail: [aic@chiropratica.it](mailto:aic@chiropratica.it)

phone: 0039 010 5533036 (from 09.00 am to 01.00 pm and from 02.00 pm to 06.00 pm)

fax: 0039 010 5848607

### **Course Goal**

The purpose of “The Italian Connection”, as with all chiropractic seminars, is to improve our knowledge; to create greater harmony between the chiropractor and CA's; and to focus your team to realize that it is part of a unique and special profession that seeks to improve the health of individuals using natural methods.

**AIC**  
ASSOCIAZIONE ITALIANA CHIROPRATICI  
ASSOCIATION OF ITALIAN CHIROPRACTORS

# MILAN

## 31<sup>st</sup> MARCH / 1<sup>st</sup> APRIL 2012

**THE WESTIN PALACE**

Piazza della Repubblica, 20 – 20124 Milano  
Tel +39 02-63366805 - Fax +39 02-63362051

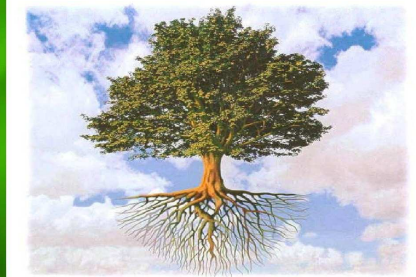
[www.westin.com/palacemilan](http://www.westin.com/palacemilan)

Friday 30th March: welcome cocktail  
(not compulsory)

Saturday: 14.30 – 19.45

Sunday: 08.45 - 13.30

## “The Italian Connection”



Connecting the art, science and philosophy of chiropractic with physical chemical and emotional trauma from birth through life

**AIC GENERAL ASSEMBLY**  
Saturday, March 31<sup>st</sup> - h. 9.30

**Spread the voice around the world and  
come with your chirofriends**

**Classes for chiropractors and CA's**

## SPEAKERS



### Biography of Howard Dwight, DC

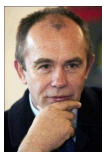
Dr Howard Dwight, born in California, USA, 1959. Received an Associate of Arts degree in Biology from Santa Barbara City College, in Santa Barbara, California (1980). In 1984 he received his Degree of Doctor of

Chiropractic from Palmer-West College of Chiropractic and is licensed to practice in the state of California. Since 1987, he has lived in the Friuli region in the NE of Italy, where he currently operates 2 successful private practices. Over his nearly 27 years of private practice he has diversified his research and experience in multiple area's related to chiropractic and healing. Specifically, his professional training and background of study includes: Board eligible for fellowship/certification from the American College of Functional Neurology in Vestibular Rehabilitation, Childhood Developmental Disorders, Neurochemistry and Nutrition. He has received hundreds of hours in education certification and/or training in sub-specialties ranging from: Sports trauma and rehabilitation, Applied Kinesiology, Chiropractic Bio-Physics, Bio-Energetics (B.E.S.T. Technique), Network Spinal Analysis, Pediatrics (Certificate of Qualification as a Doctoral Fellow in Treatment of ADHD, Learning Disabilities and Behavioral Disorders), to name a few. He is a certified and advanced teacher of the Breakthrough Experience with the Demartini Institute (Dr John Demartini is considered one of the world's leading authorities on human behavior and personal development. He is the founder of the Demartini Institute, a private research and education organization with a curriculum of over 72 courses covering multiple aspects of human development).



### Biography of Forieri Mario, DC

- Graduated at National College of Chiropractic,
- KCUCS Upper Cervical Certified
- Member of the Cristian Chiropractic Association



### Biography of Jean Pierre Meersseman, DC

Born in Belgium, Dr. Meersseman is a graduate of Palmer College of Chiropractic in Davenport, Iowa. In 30 years of practice, he has followed over 100,000 clinical cases, which includes among others, heads of state, famous personalities and high level athletes.



### Biography of Thomas E. Rigel, D.C. "Four Decades of Footnotes"

Biography of Thomas E. Rigel, D.C. Thomas graduated from the National College of Chiropractic and opened one of the earliest practices in Italy (1971). He inspired the foundation of the Italian Chiropractors' Association and then served as an A.I.C. official and representative to the European Chiropractors' Union. Not only did he seed numerous

chiropractic offices in Italy, but also established the first chiropractic office in Madrid, Spain. Over the years, Dr. Rigel has served steadfast in his contributions to Italian chiropractic affairs and events. As a lecturer he is known for his musical multimedia presentations on the topics of chiropractic history and philosophy.



### Biography of Joseph Shafer, DC

Graduated - DC from Palmer College of Chiropractic 1980

Other titles:

Certified Chiropractic Sports Physician CCSP 1989.

DIBAK 1990:

Assoc. Professor of Post-grad. medicine, Novokunsknetsk (hon.) 1992:

Full Professor of Post-Graduate Medicine, Moscow Medical School of Social Rehabilitation 2004.

Teaching Experience: Applied Kinesiology 1991-present

Published: Terapia Cramiosacrale e Kinesiologia applicata 2008

Manual Muscle Testing Manual (Co-Author) to be published 2011

Memberships: Dansk Kiropraktor Forening 1980 - 1997

Assoc. Italiana Chiropratici 1991 - 1994

Scottish Chiropractic Assoc. 1995 - 2010

General Chiropractic Council 2003 - present



### Biography of Piet Seru, DC

Co-owner of the renowned Sanrocco Clinic in Como, Italy, Piet Seru has been practicing since 1981. He is past president of ICAK Italy and Europe, and has written and lectured extensively on all aspects of the first visit. (recurring pain patterns, TMJ, posture, dura mater, communicative skills).



### Biography of John G. Williams, DC

Dr. Williams is a graduate of Palmer College of Chiropractic, 1979. His first employment in Italy was in 1981; over the years he has covered different positions within the AIC - Association of Italian Chiropractors. In 2004 he has been elected as first non-Italian President of the AIC.



### Biography of Stephen P. Williams D.C., DICS, F.C.C. (paed), F.C.C. (cranio), F.B.C.A.

Dr Williams has practised SOT and had a significant interest in chiropractic paediatrics for the past twenty years. He has lectured extensively to chiropractic, medical and dental groups in United Kingdom, Australia, France, Switzerland, Greece, and the United States. He is a Fellow of the College of Chiropractors Faculties of Paediatrics and Craniopathy and has played a significant part in developing the MSc in APD Chiropractic Paediatrics currently running at the AECC and is heavily involved in the teaching and assessment of it. He is a past Director of Academic Affairs for the College of Chiropractors Faculty of Paediatrics, has served on the Board of SOTO Europe and is an elected member of the United Kingdom General Chiropractic Council. He runs a family based practice in Southampton specialising in craniopathy. He is also the author of Pregnancy and Paediatrics: A Chiropractic Approach.

**HOTEL Accommodation** - prices in Euros, breakfast included

**The Westin Palace \*\*\*\*** (venue location)

Piazza della Repubblica, 20 20124 MILANO

Tel +39 02-63366805 - Fax +39 02-63362051

[www.westin.com/palacemilan](http://www.westin.com/palacemilan)

**Double room Euro 229,00**  
(per room per night)

**Single room occupancy Euro 209,00**  
(per room per night)

**A.I.C. CONTINUING EDUCATION SEMINAR  
ACCREDITATION: CREDITS 20**



**EAC ACCREDITATION: 10 CPD CREDITS**