

**THE TECHNOLOGY ADJUSTMENT:
THE THREE SECRETS TO GROWING YOUR PRACTICE,
INCOME AND IMPACT**

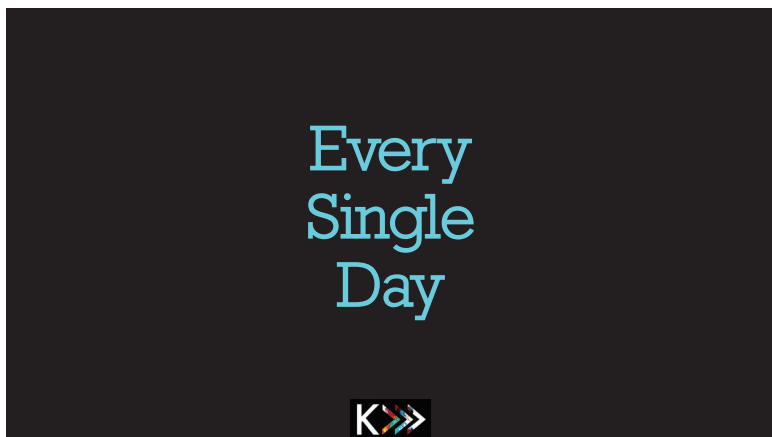
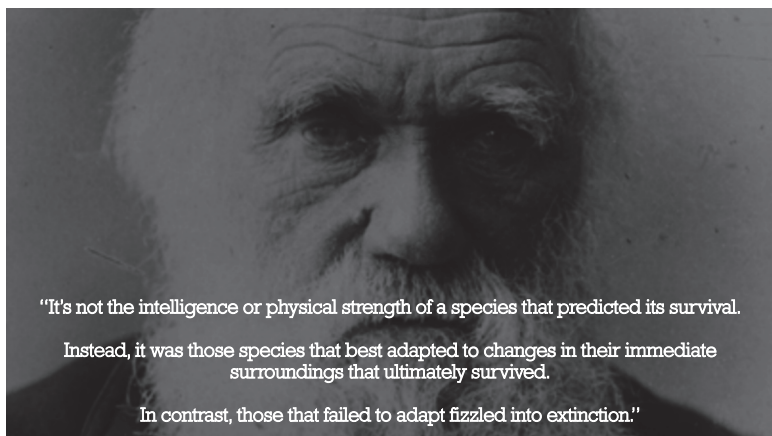
DR. JAY GREENSTEIN
CEO, KAIZENOVATE & KAIZO HEALTH GROUP

Learning Objectives



1. Secret #1: We are in the age of exponential organizations
2. Secret #2: Building Your Tech Infrastructure: You too can use virtual care technologies to drive practice growth and document compliance. I'll show you how we did it too.
3. Secret #3: Improve Access, Outcomes and Income: The right digital technologies grow your impact and your revenue streams





One Thing



Secret #1:
We are in the age of Exponential Organizations

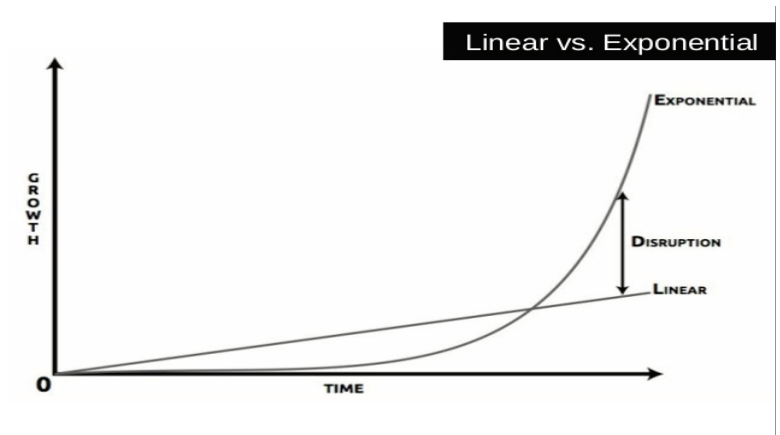
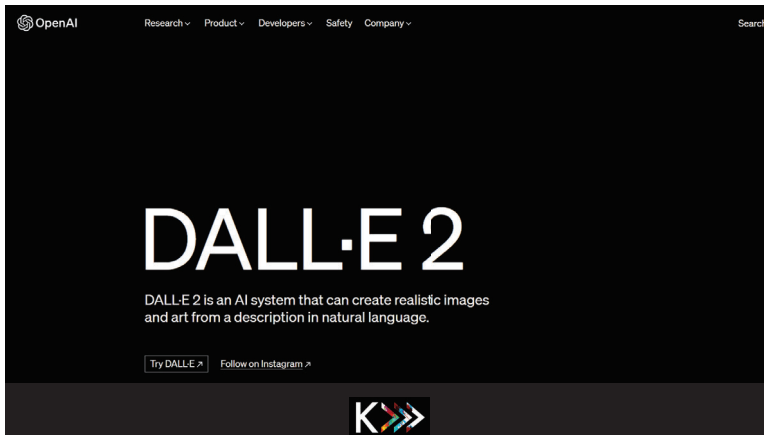
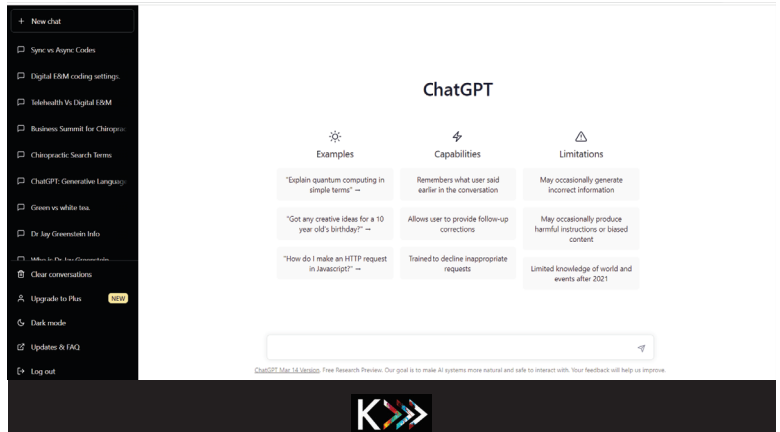


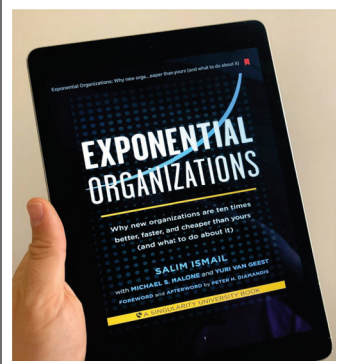


✓Driven by Technology, The Cost of Supply Goes Down

✓More Buyers Enter the Market

✓Sales and Profits Grow Exponentially





Massive Transformative Purpose (MTP)

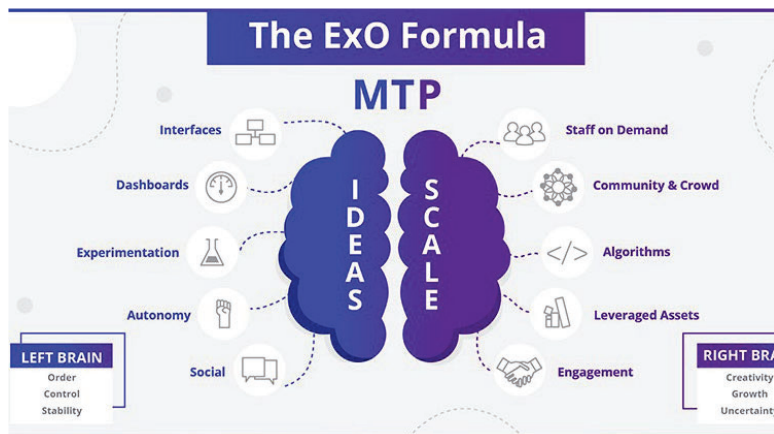


Information
Enabled



The ExO Formula





Chiropractic?

K>>>

✓ MTP

? Information Enabled

? ExO Formula

K>>>

Secret #2:

Documentation Infrastructure: Use Virtual Technologies to Reduce Risk and Drive Practice Growth

K>>>

Technology to Drive Improved Outcomes for
Patients is Lagging Behind Operational Impact



If Technology Can Help Us Operationally, Can
We Spend More Time Continually Improving
Patient Care?



Your Practice...



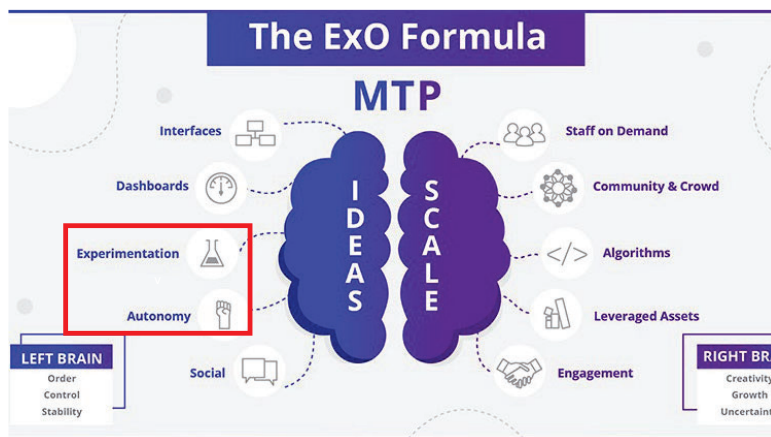
Massive
Transformative
Purpose
(MTP)!



Information Enabled?



ExO Formula?



3 FACTORS LEAD TO BETTER
PERFORMANCE & PERSONAL
SATISFACTION...[A.M.P.](#)

AUTONOMY
MASTERY
PURPOSE

AUTONOMY

THE DESIRE TO BE
SELF DIRECTED



Control leads to
compliance; autonomy
leads to engagement.

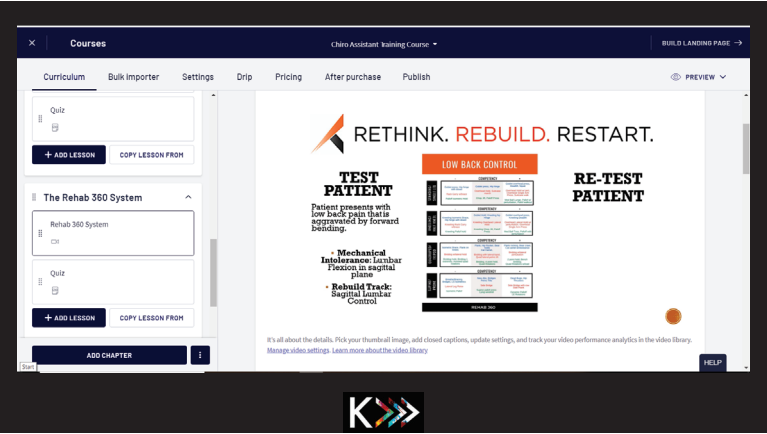
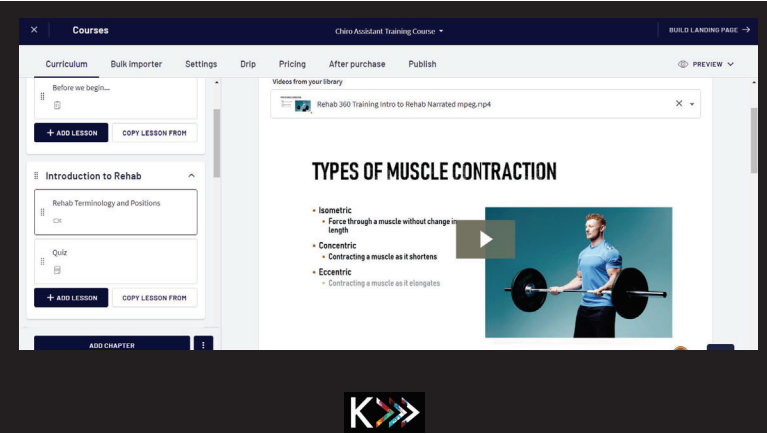
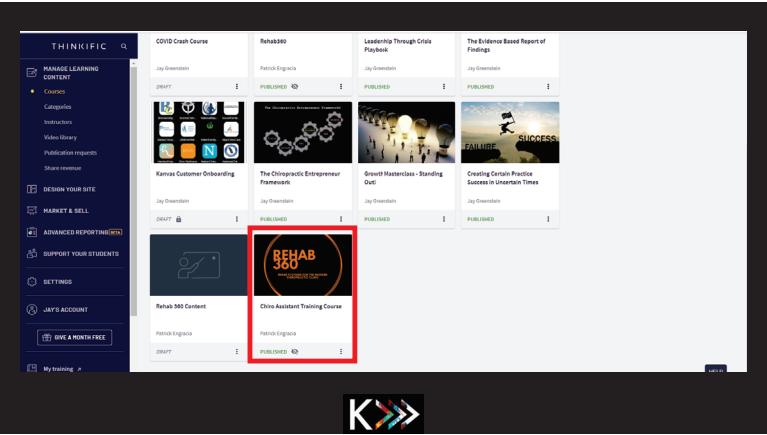
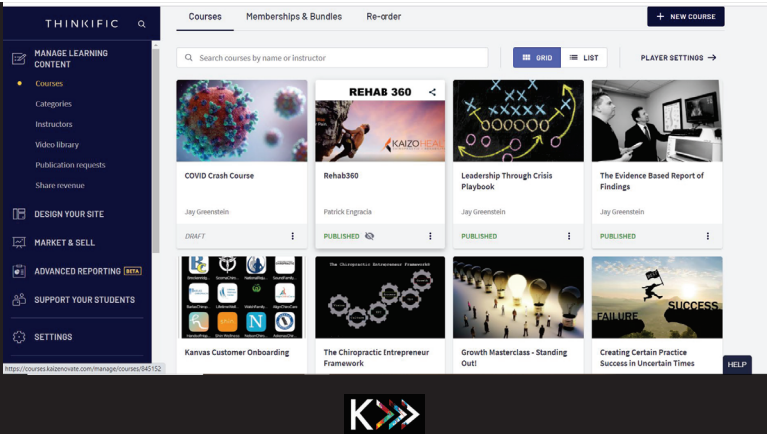
Daniel H. Pink

Mastery – the urge to get better at stuff...



- Does Your Practice Have a Training Manual?
- What Form Are They In?
- How Often Do You Update the Manual?
- How Do You Know If Information Has Been Retained?
- What If It Was Digital?





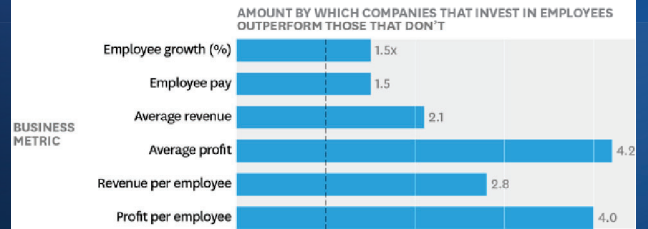
Standardize Outcomes = Training

The screenshot shows a course management interface for 'Chiro Assistant' training course. The interface includes a sidebar with sections like 'The Rehab 360 System', 'Quiz', and 'Next steps - add survey'. The main area displays a list of questions (Question #1 to Question #6) with 'DUPLICATE' and 'PREVIEW' buttons. The top navigation bar includes 'Courses', 'Curriculum', 'Bulk Importer', 'Settings', 'Drip', 'Pricing', 'After purchase', and 'Publish'. A 'BUILD LANDING PAGE' button is also visible.



Companies That Invest in Employee Experience Outperform Those That Don't

They're four times as profitable, according to an analysis of 250 organizations.



SOURCE: THE EMPLOYEE EXPERIENCE ADVANTAGE, BY JACOB MORGAN (WILEY, 2017)

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People Want and Need and Transcendental Purpose

McKinsey & Company

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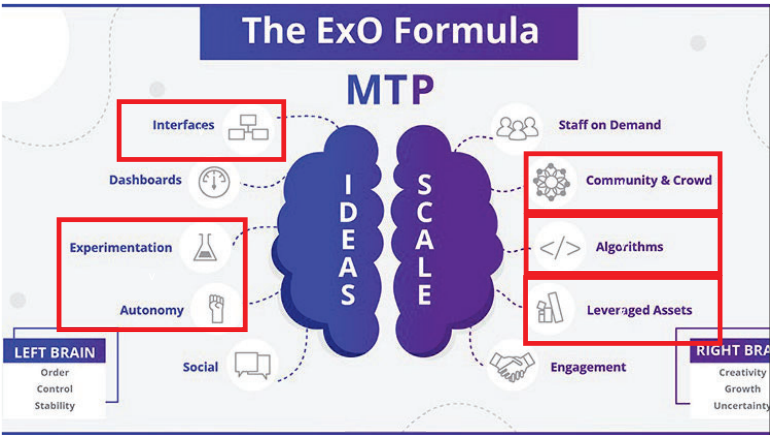
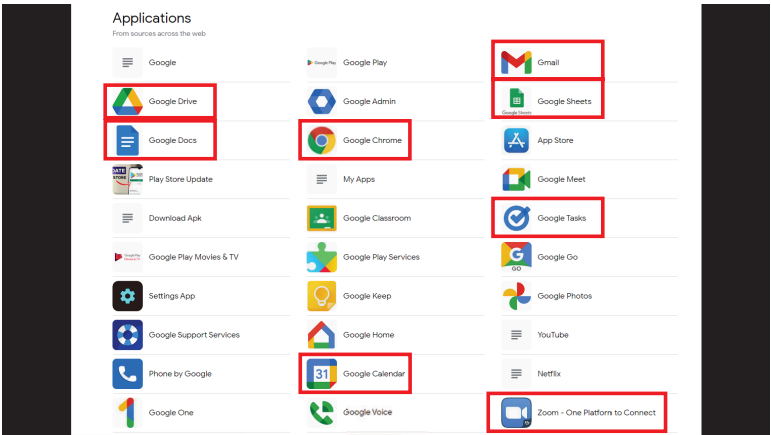
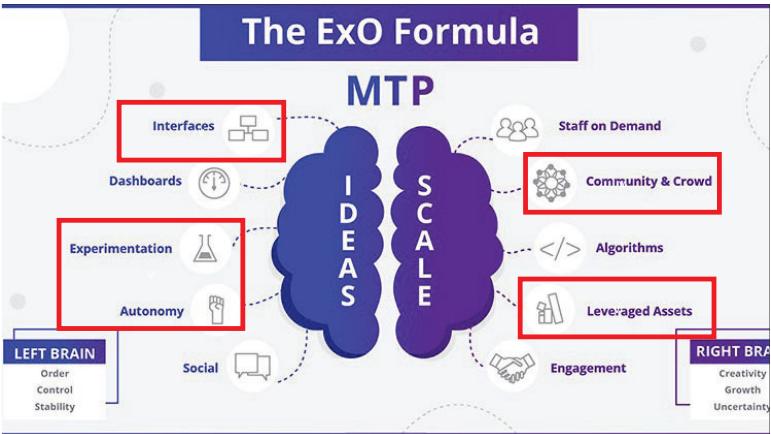
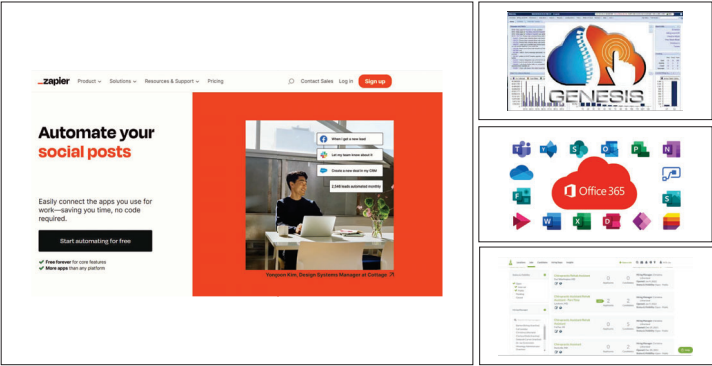
Q | EN

Help your employees find purpose—or watch them leave

April 5, 2021 | Article



Employees expect their jobs to bring a significant sense of purpose to their lives. Employers need to help meet this need, or be prepared to lose talent to companies that will.



CLINICAL COMPASS

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ABOUT US

EVENTS

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Automatic Zoom

TOPICS IN INTEGRATIVE HEALTH CARE [ISSN 2158-4222] – VOL. 3(4) December 31, 2012

Research

Algorithms for the Chiropractic Management of Acute and Chronic Spine-Related Pain

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Address: ¹Private Practice, Chatsworth, GA, USA, ²President, Ohio State Chiropractic Board, Private Practice, Columbus, OH, USA, ³Chairman CCGPP – Clinical Compass, Augat Chiropractic, Clinical Director and Clinician, Brunswick, ME, USA, ⁴Director of Clinical Research, Logan College of Chiropractic, Chesterfield, MO, USA

E-mail: Cheryl Hawk, DC, PhD, CHES – cheryl.hawk@lcc.edu

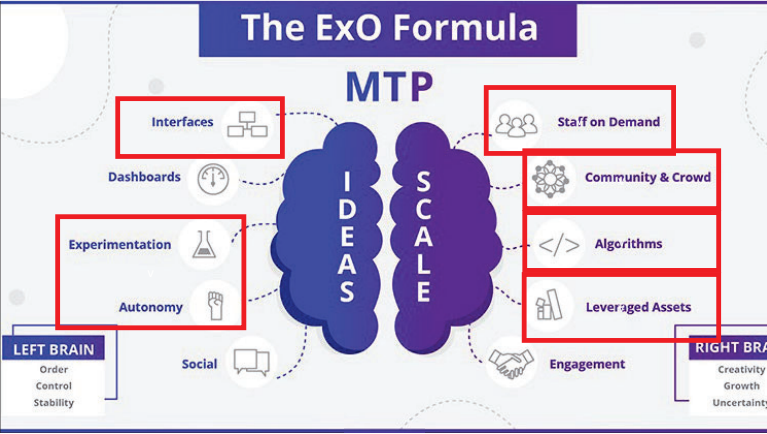
*Corresponding author

Topics in Integrative Health Care 2012, Vol. 3(4) ID: 3.4007

Published on December 31, 2012 | [Link to Document on the Web](#)


Abstract

The complexity of clinical documentation and case management for health care providers has



Do You Have a Talent Management Strategy?

Have a Recruiting Strategy and Outsource Your Recruiter



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Kalzo Health Locations

Overview Jobs Hires

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Location	Open Jobs	Active Candidates	Hires	Account Owner	Date Created	Last Login
Kalzonovate	4	104	0	Hireology Admin	5/5/2021	12/2/2021
Kalzo Health	9	38	90	Dr. Jay Greenstein	5/23/2013	1/10/2022

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Status & Visibility

- ☒ Open
- ☒ Internal
- ☒ Public
- ☐ Pending
- ☐ Closed

Hiring Manager

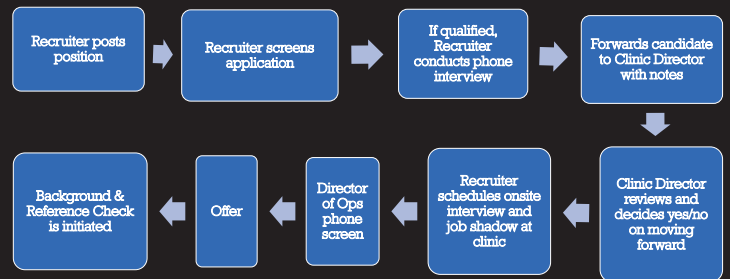
Search hiring managers

- ☐ Barton Bishop (Inactive)
- ☐ Cat Lovejoy
- ☐ Christina Litherland
- ☐ Clarissa Hinds (Inactive)
- ☐ Deborah Carver (Inactive)
- ☐ Dr. Jay Greenstein
- ☐ Hireology Administrator (Inactive)

Chiropractic/Rehab Assistant Fort Washington, MD	0 Applicants	0 Candidates	Hiring Manager: Christina Litherland Opened: Jan 9, 2022 Status & Visibility: Open - Public
Chiropractic Assistant/Rehab Assistant - Part-Time Landover, MD	2 Applicants	2 Candidates	Hiring Manager: Christina Litherland Opened: Jan 9, 2022 Status & Visibility: Open - Public
Chiropractic Assistant/Rehab Assistant Fairfax, VA	0 Applicants	5 Candidates	Hiring Manager: Christina Litherland Opened: Dec 29, 2021 Status & Visibility: Open - Public
Chiropractic Assistant Rockville, MD	0 Applicants	2 Candidates	Hiring Manager: Christina Litherland Opened: Dec 20, 2021 Status & Visibility: Open - Public

[Help](#)

Recruitment Process (May vary by position)



DR. JAY'S TOP 30 INTERVIEW QUESTIONS

1. What's the hardest thing you've ever done?
2. What has been your biggest failure and how did you respond?
3. Did you play sports/musical instrument/join a club when you were growing up?
4. Who was your favorite coach/teacher and why?
5. Who was your least favorite coach and why?
6. What lessons did you learn by being part of a team?
7. You're applying for the ____ role. What do you think great looks like in this role?
8. Describe a situation you were in where there was a lot of change going on, and how did you respond?
9. If your friends were to describe you, what would they say about you and why?
10. Who was your favorite previous boss and why?
11. Who was your least favorite boss and why?
12. What would your most and least favorite boss say about you?
13. What has been your most favorite job and why?
14. What has been your least favorite job and why?
15. You're the boss, and one of your employees is clocking in and not working. What do you do?
16. What makes you angry/frustrated?
17. How do you keep yourself intrinsically motivated?
18. Describe a situation that was hard to stay motivated and how you were able to do so.
19. Describe your ideal manager.
20. Describe your communication style.
21. Tell me about a time when you exhibited (insert core values here) in a previous job role.
22. How do you measure success?
23. What's the one thing you know about us as a differentiator?
24. What are your career goals?
25. Why did you apply to our company?
26. We only hire A players. Describe a time for me that you were an A player in a previous role/situation.
27. Which word describes you the best? Adaptable vs Consistent; Production vs Problem; Loyal vs Thorough
28. What is your greatest strength and what is your biggest opportunity for improvement?
29. What will be your greatest contribution to our organization?
30. What questions do you have for me?

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Hiring Resources
Jay Greenblatt
PUBLISHED 1 MONTH AGO

KAIZOHEALTH
Kaizo Health Rehab Protocols (over 8300)
Jay Greenblatt
PUBLISHED 1 MONTH AGO

2 MINUTE
Two Minute Drill - Success Principles Rapid Fire
Jay Greenblatt
PUBLISHED 1 MONTH AGO

COVID
COVID Policies
Jay Greenblatt
PUBLISHED 1 MONTH AGO

KAIZOHEALTH
ENOVA
KaizenovateU

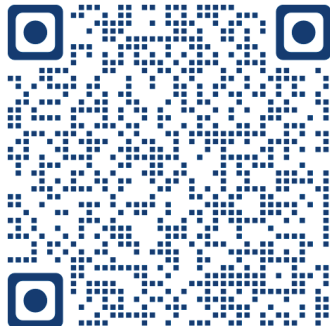
COVID
COVID Crash Course
KaizenovateU

REHAB 360
Rehab360
KaizenovateU

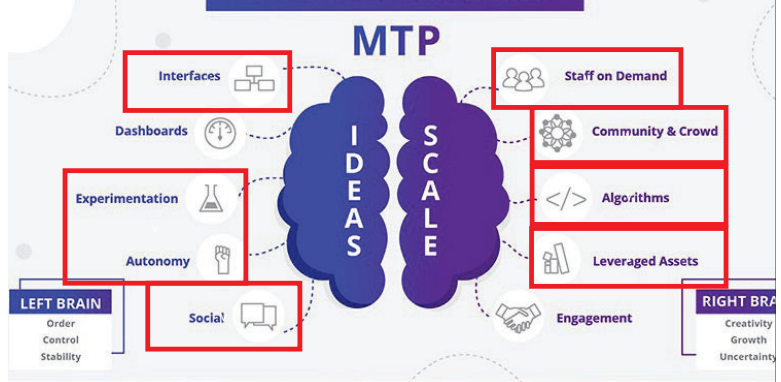
LEADERSHIP
Leadership Through Crisis Playbook
KaizenovateU

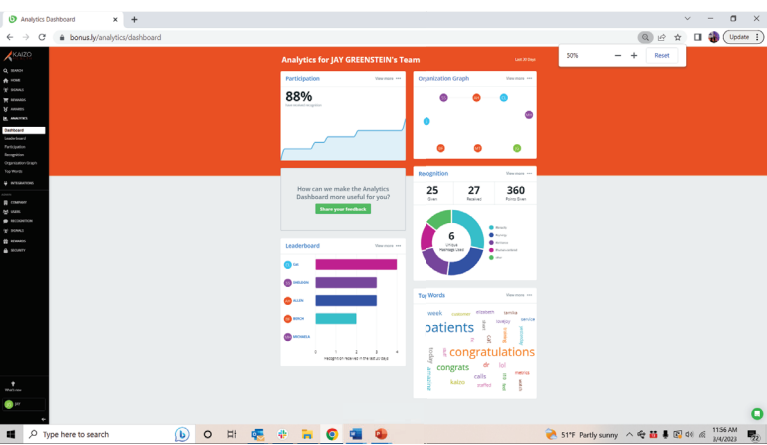
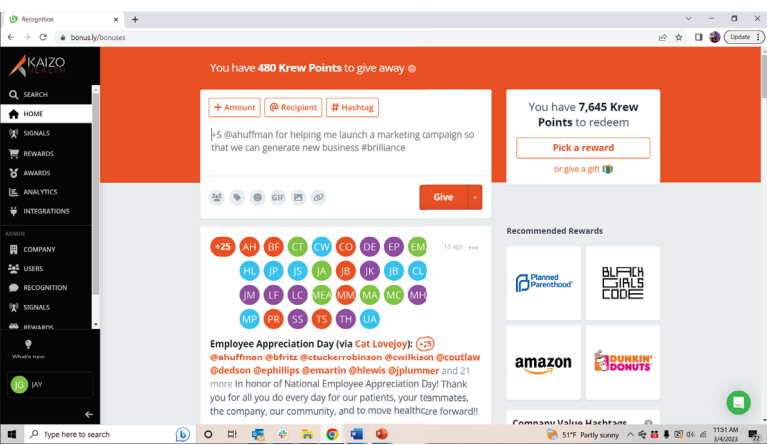
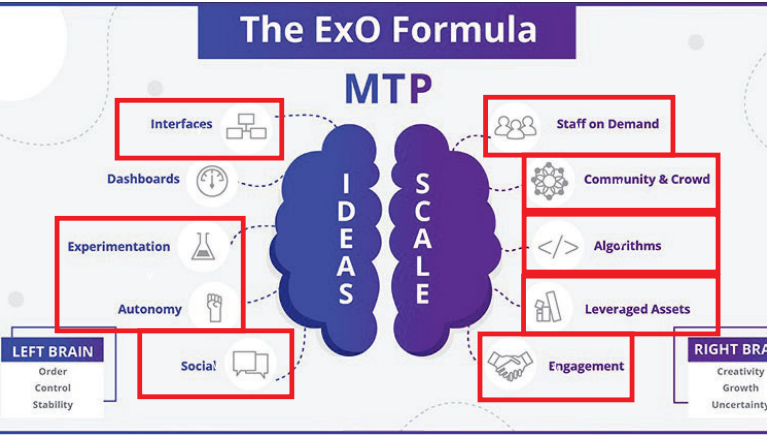
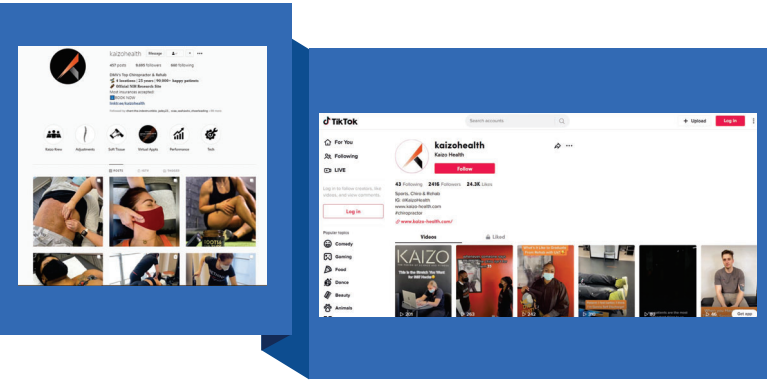
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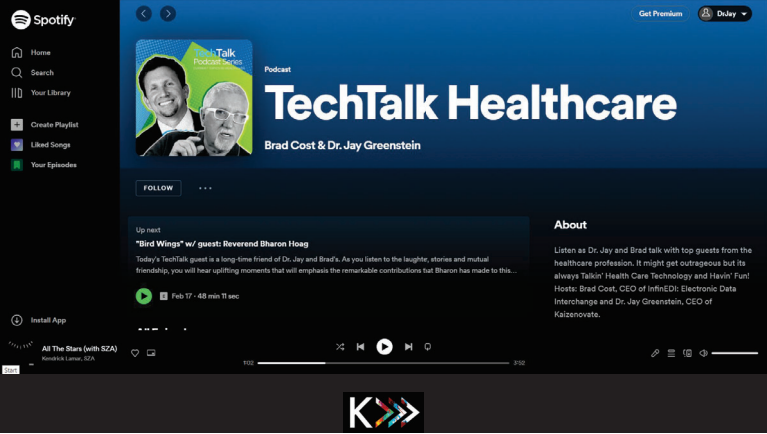
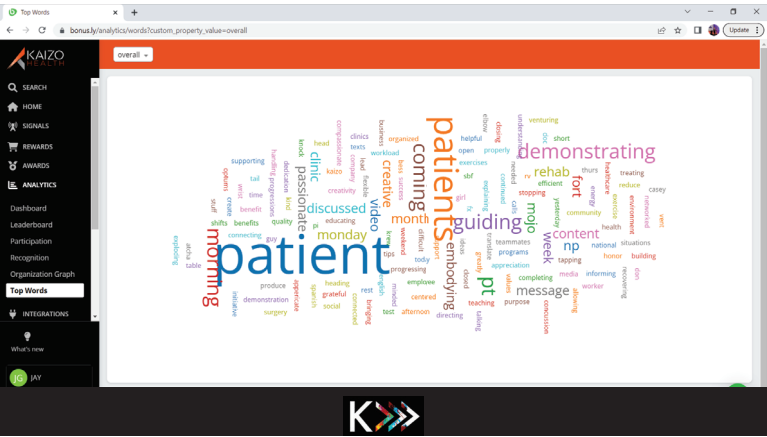
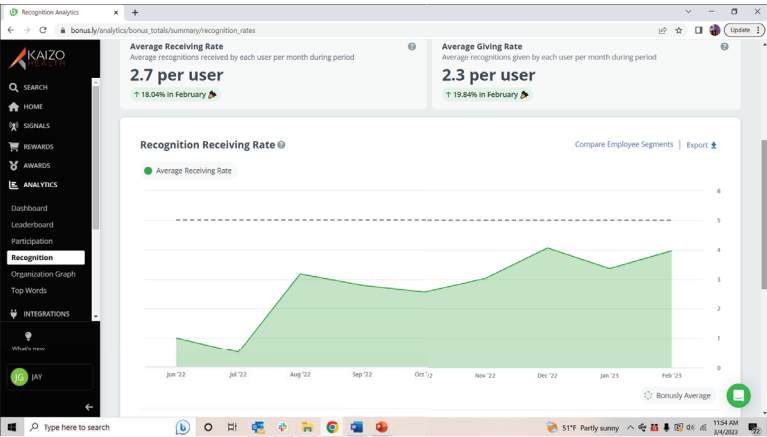
Use Code:
drjay



The ExO Formula







Here's What We Did



Are Outcomes Better When Patients Are
More Adherent to Care Plans?



✓ MTP

✓ Information Enabled

✓ ExO Formula





I FEEL BETTER



ROI: Retention or New Patients?

Revenue per visit	\$100
Current PVA	9
Target PVA	12
Difference	3
Monthly Increase in Revenue Adherence	\$6,000
Annual Increase in Revenue Adherence	\$72,000



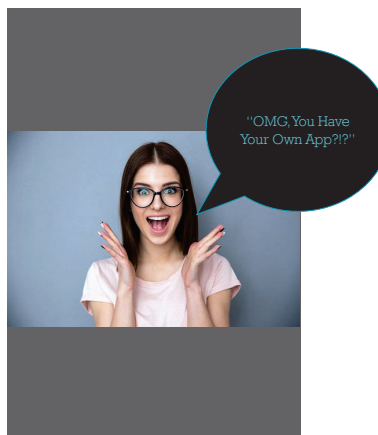
How Can We Drive Greater Retention?

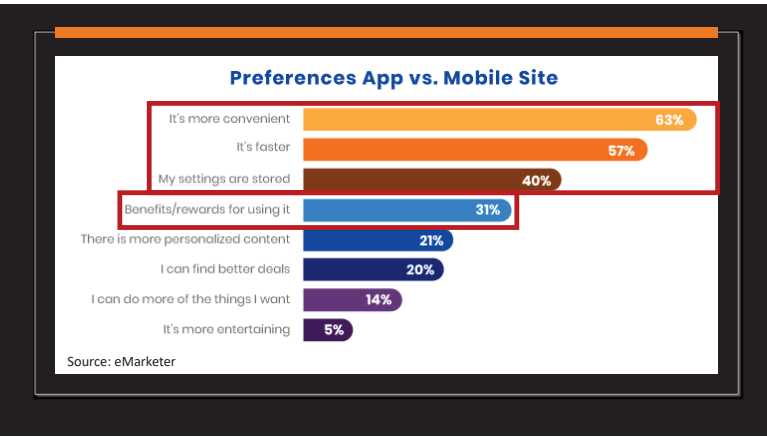


Raise Your Hand If You Have a Smart Phone

Raise Your Hand If You Have a Favorite Set of Apps

How Cool Would It Be If Your Patients
Pulled Out Their Phones and Saw
Your Clinic App Icon





"The widespread adoption of mobile phones highlights a significant opportunity to impact health behaviors globally"



Can Mobile Phone Apps Influence People's Health Behavior Change? An Evidence Review

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ABSTRACT
Background: Globally, mobile phones have achieved wide reach at an unprecedented rate, and mobile phone apps have become increasingly prevalent among users. The number of health-related apps that were published on the two leading platforms (iOS and Android) reached more than 100,000 in 2014. However, there is a lack of synthesized evidence regarding the effectiveness of mobile phone apps in changing people's health-related behaviors.
Objective: The aim was to examine the effectiveness of mobile phone apps in achieving health-

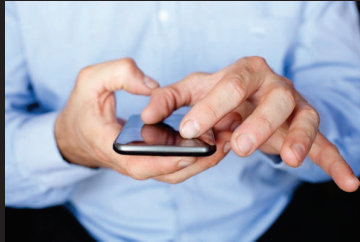
The impact of mobile applications on medication adherence: a systematic review.



"All 11 RCTs showed improvements in adherence"



"The review shows the promising and emerging efficacy of using mobile apps and SMS text messaging as mHealth interventions."



The Use of Mobile Apps and SMS Messaging as Physical and Mental Health Interventions: Systematic Review (n=87studies) J Med Internet Res. 2017 Aug 24;19(8):e288. doi: 10.2196/jmir.7740

The Big Opportunity...

1. About 93% of physicians feel mHealth apps can boost a patient's healthcare outcome.¹
2. 89% of physicians said they would likely recommend an mHealth app to their patients.¹
3. Facilitating ongoing communication between patients and physicians via apps can improve engagement rates by 60% or higher.²

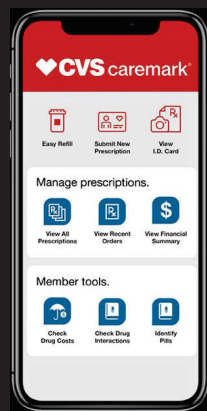
1. <https://hbr.org/2015/06/using-data-to-increase-patient>
2. <http://www.mhealthnews.com/news/using-survey-pati>



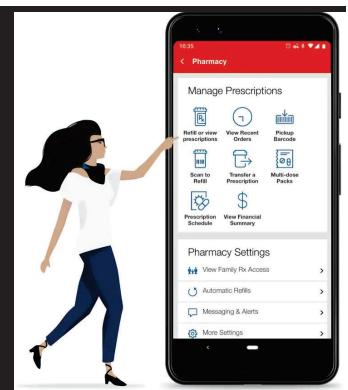
Future Stores Miami 2020
February 09 - 11, 2020
Miami Marriott Biscayne Bay, FL

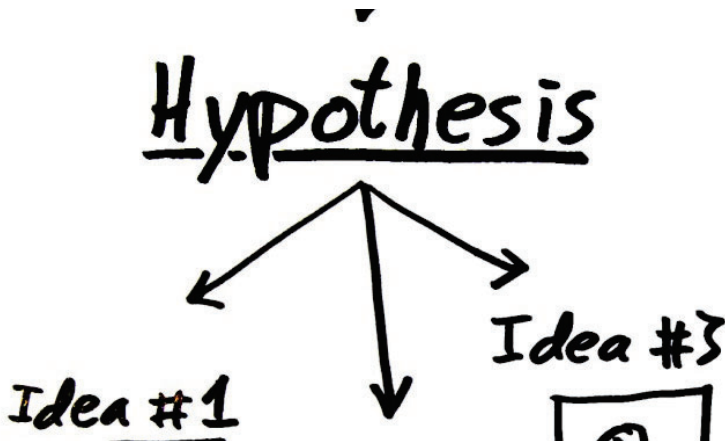
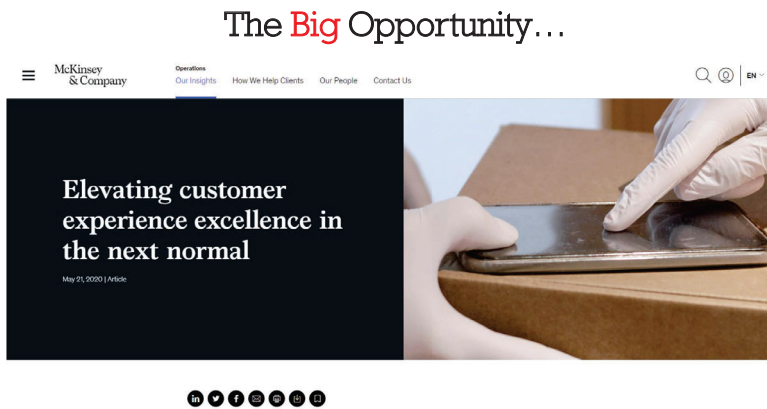
Here's How CVS is Using Technology to Grow their Healthcare Service to Epic Proportions

CVS Health

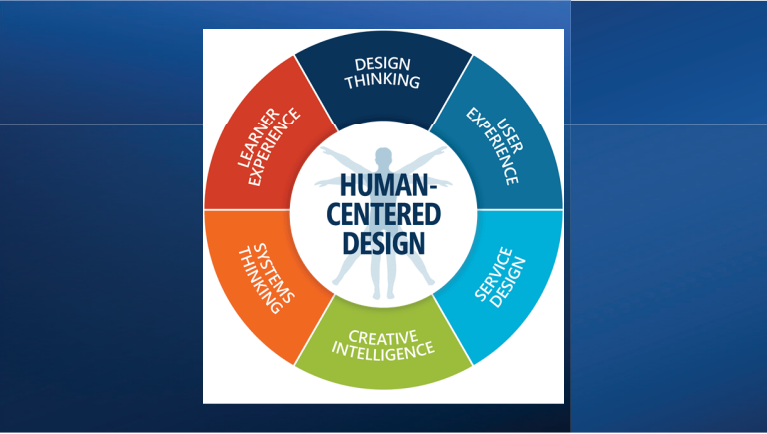
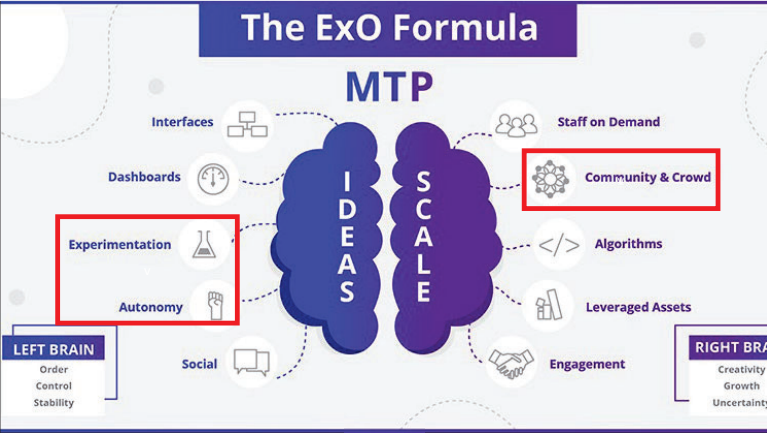
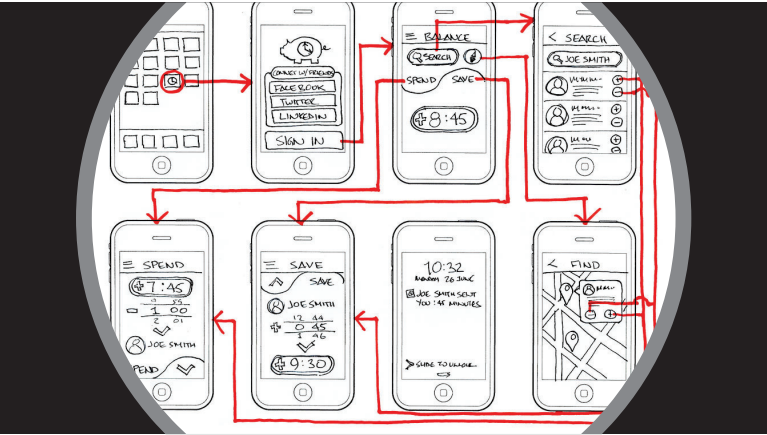
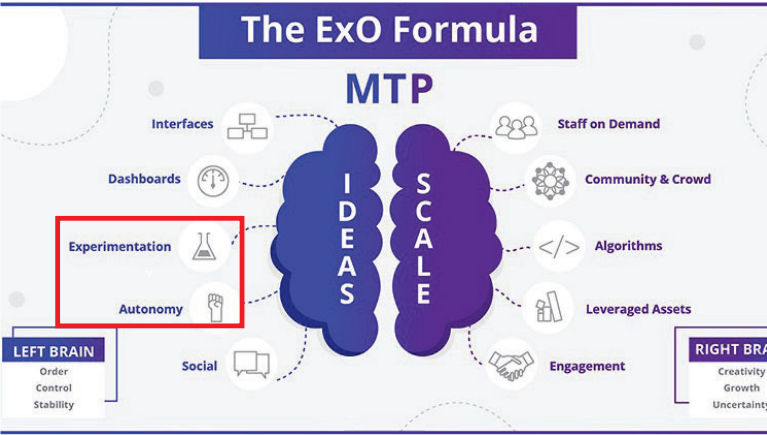


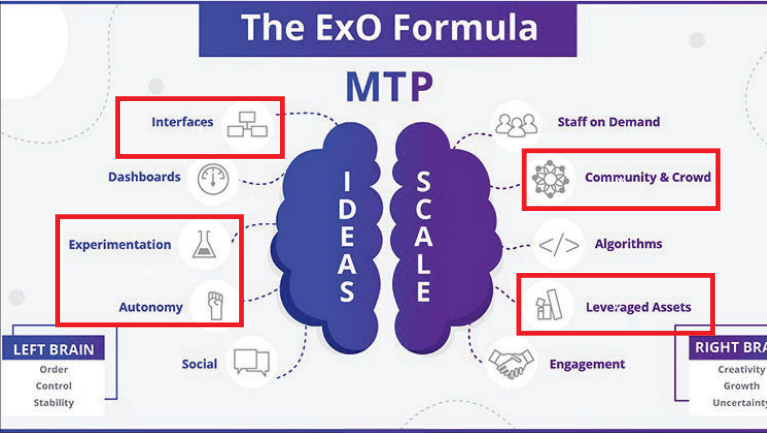
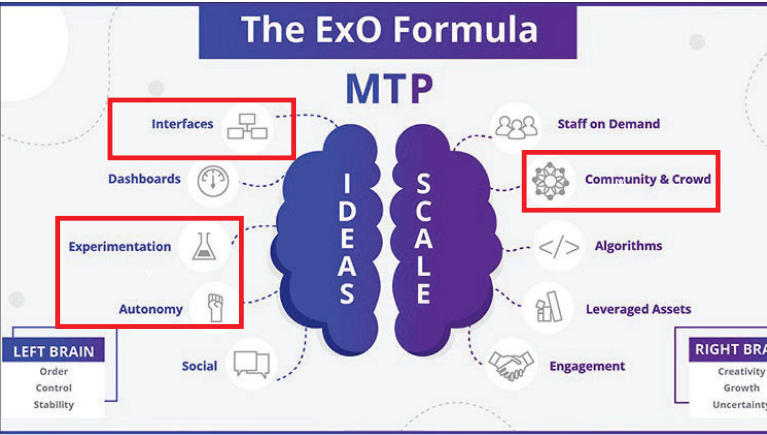
"The data shows that our prescription benefit management members who are using ScriptSync mobile app have improved their adherence anywhere from 6% to 10%."

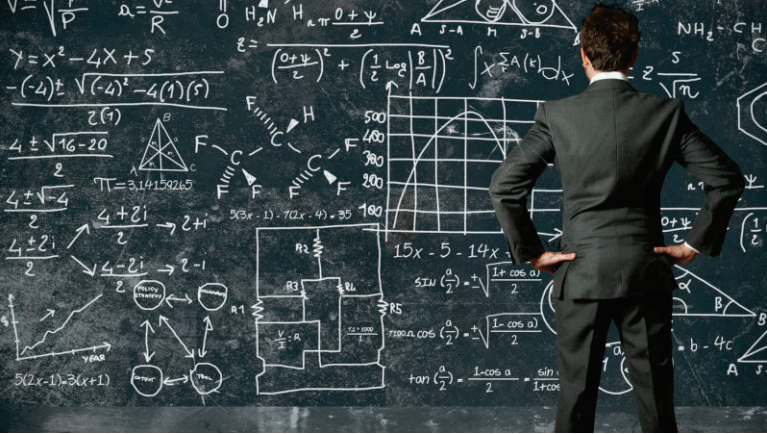
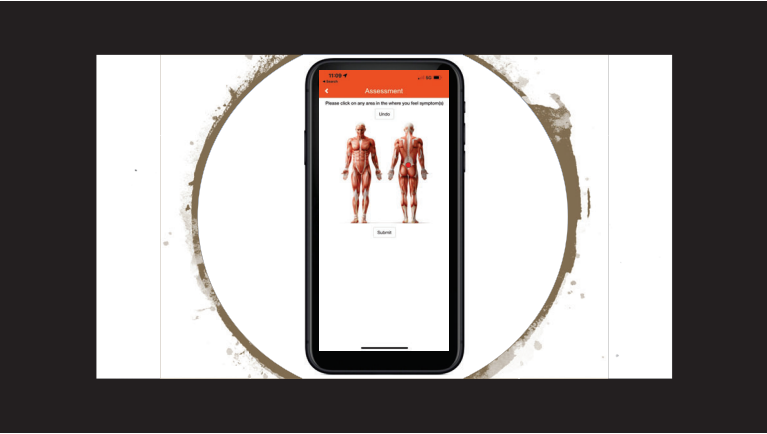
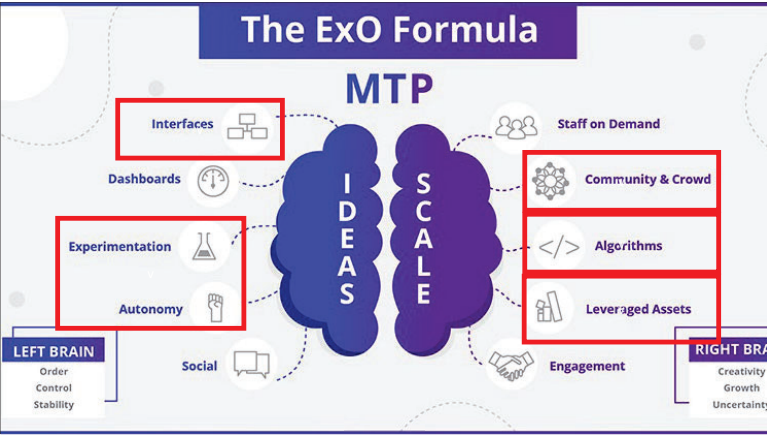


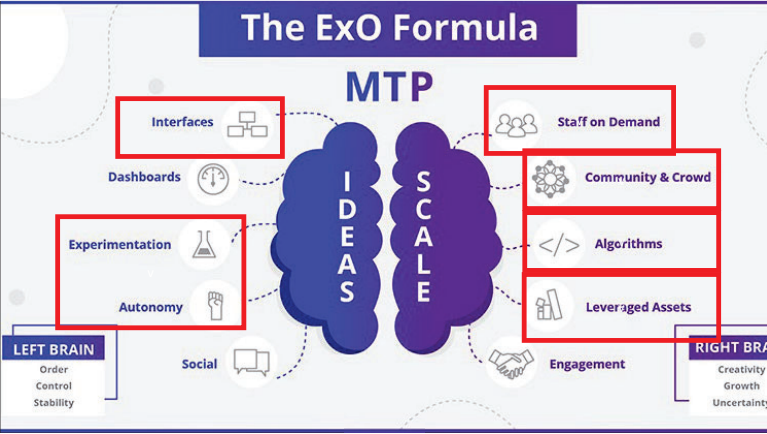
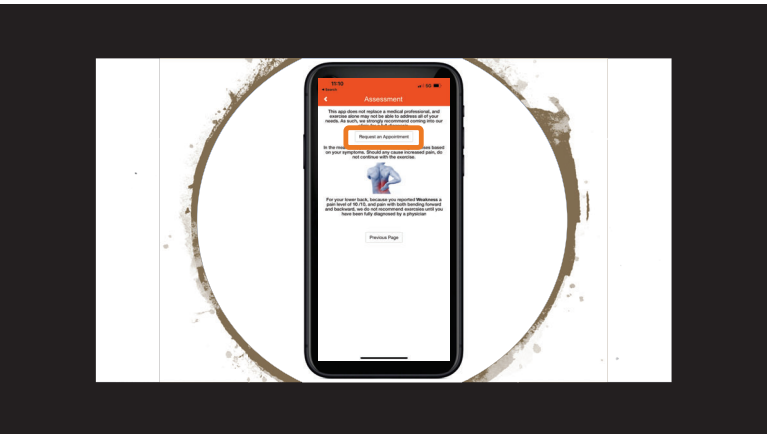
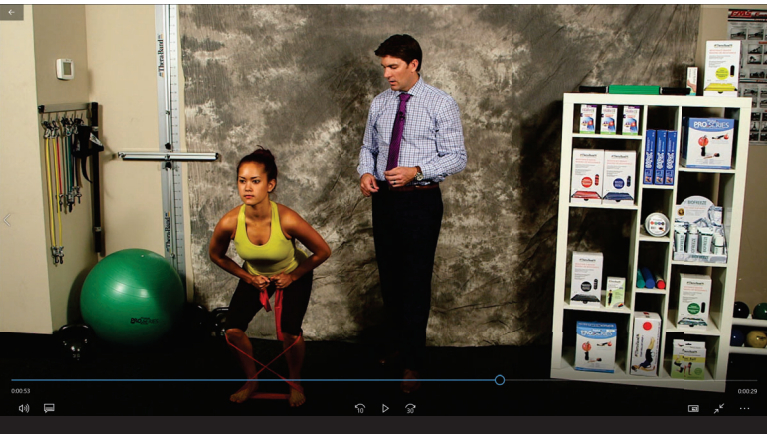


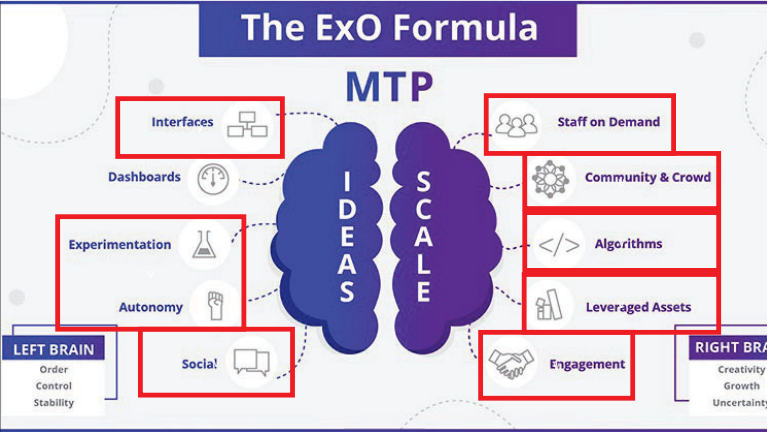
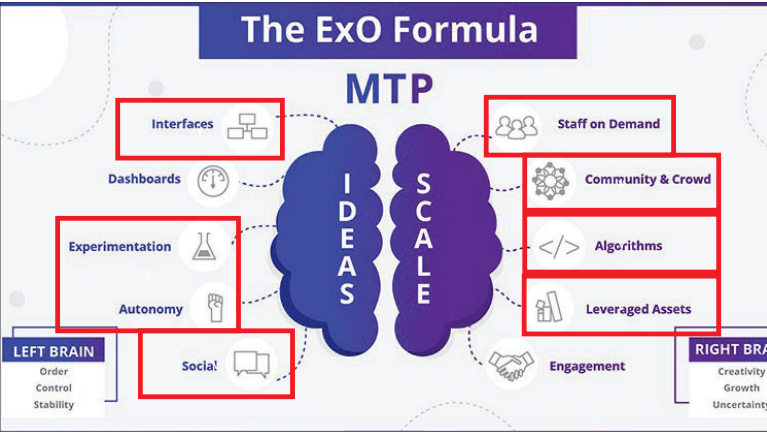


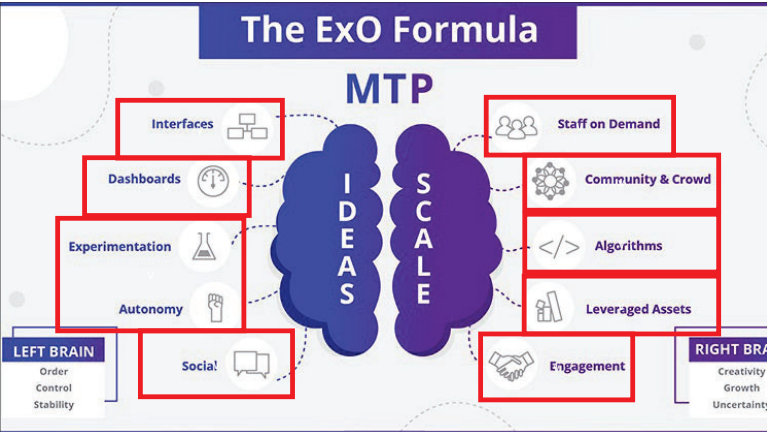












KAIZOHEALTH MOBILE APP

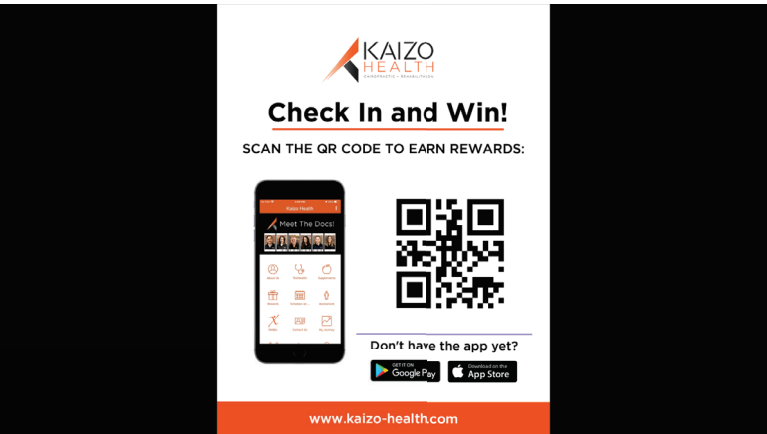
App Perks

- ▶ Earn Rewards
- ▶ Access Your Exercise Plan
- ▶ Easy Scheduling
- ▶ Track Your Recovery Journey
- ▶ Motor Vehicle Accident Tools

Download the Kaizo Health app for FREE on the App Store and Google Play

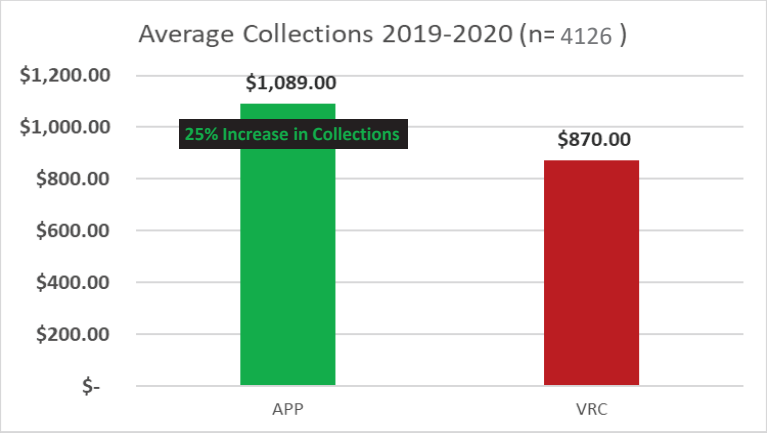
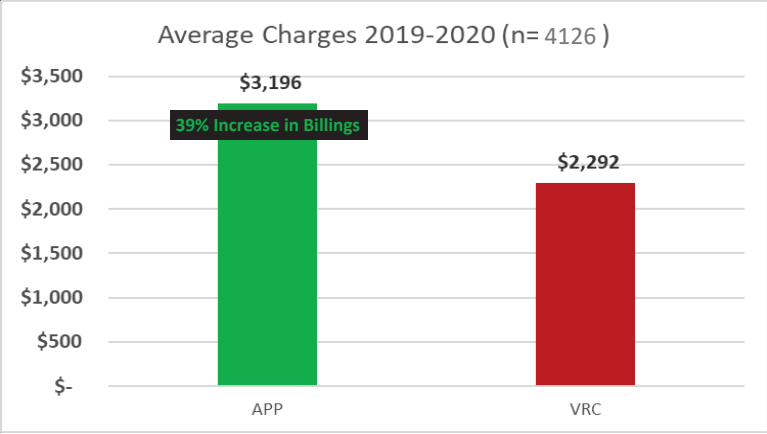
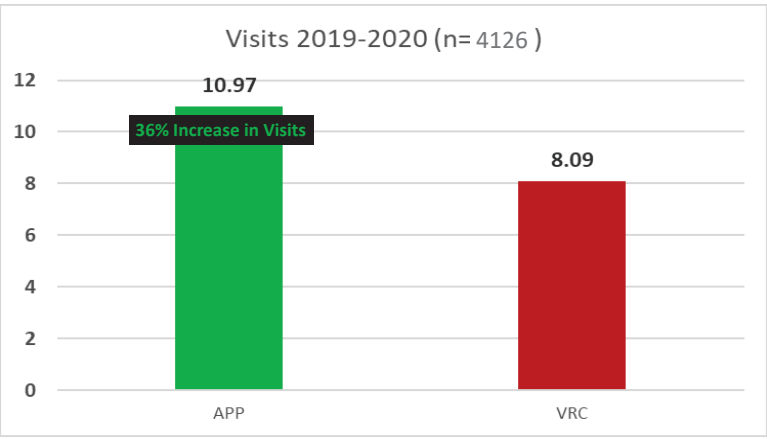
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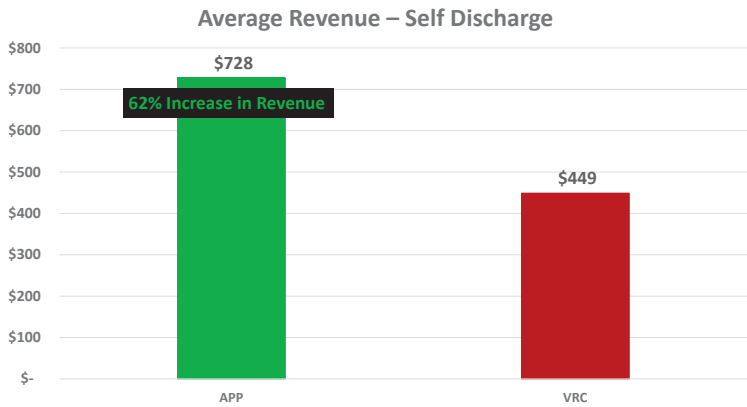
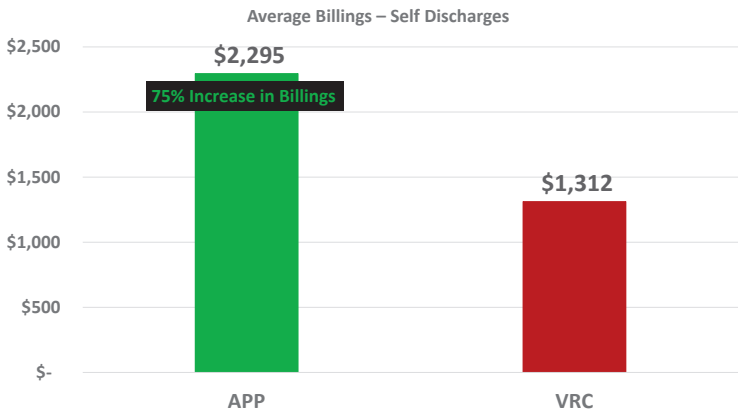
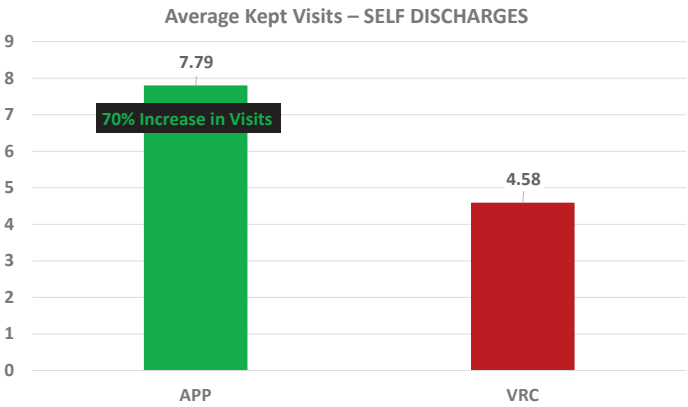
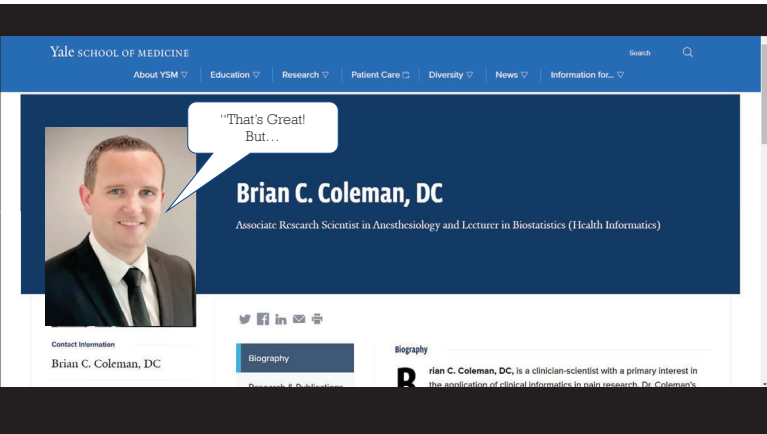
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Kanvas App
Care Plan Adherence Study







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> JMIR Rehabil Assist Technol. 2021 Oct 12; doi: 10.2196/31213. Online ahead of print.

The effect of a mobile health app on adherence to physical health treatment

Jay Greenstein¹ Robert Topp² Jena Etnoyer-Slaski³ Michael Staelgraeve² John McNulty³

Affiliations + expand
PMID: 34655468 DOI: 10.2196/31213

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Abstract

Background: Adhering to prescribed medical interventions predicts the efficacy of the treatment. In the physical health clinics, not adhering to prescribed therapy can take the form of not attending a scheduled clinic visit (no-show appointment) or prematurely terminating treatment against the advice of the provider (self-discharge). A variety of interventions, including mobile phone apps have been introduced with patients to increase their adherence with attending scheduled clinic visits. Limited

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> JMIR Rehabil Assist Technol. 2023 Mar 5; doi: 10.2196/43507. Online ahead of print.

The effect of a mobile health App on treatment adherence and revenue at physical health clinics: a retrospective record review

Robert Topp Jay Greenstein Jena Etnoyer-Slaski²

Affiliations + expand
PMID: 36889337 DOI: 10.2196/43507

Free article

Abstract

Background: A significant proportion of patients do not adhere to their prescribed course of physical

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"GAMIFICATION PRINCIPLES ARE CLOSELY RELATED TO PRINCIPLES THAT HAVE BEEN PROVEN TO WORK IN HEALTH BEHAVIOR CHANGE TECHNOLOGY."



Published on 12.12.2013 in Vol 1, No 1 (2013): Inaugural Issue



Gamification: What It Is and Why It Matters to Digital Health Behavior Change Developers

Blair Ougelman, PhD

Abstract

This editorial provides a behavioral science view on gamification and health behavior change, describes its principles and mechanisms, and reviews some of the evidence for its efficacy. Furthermore, this editorial explores the relation between gamification and behavior change frameworks used in the health sciences and shows how gamification principles are closely related to principles that have been proven to work in health behavior change technology. Finally, this editorial provides criteria that can be used to assess when gamification provides a potentially promising framework for digital health interventions.

JMIR Serious Games 2013 | 1(1) e3
doi:10.2196/games.3139



Health And Behavioral Science

How Gamification Can Change Health Behaviors

by Kevin G. Volpp and Mitesh S. Patel

May 16, 2019

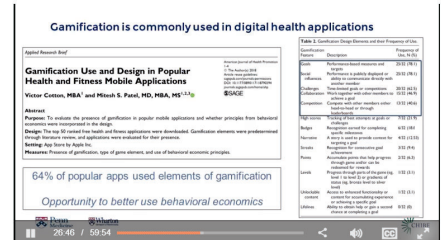
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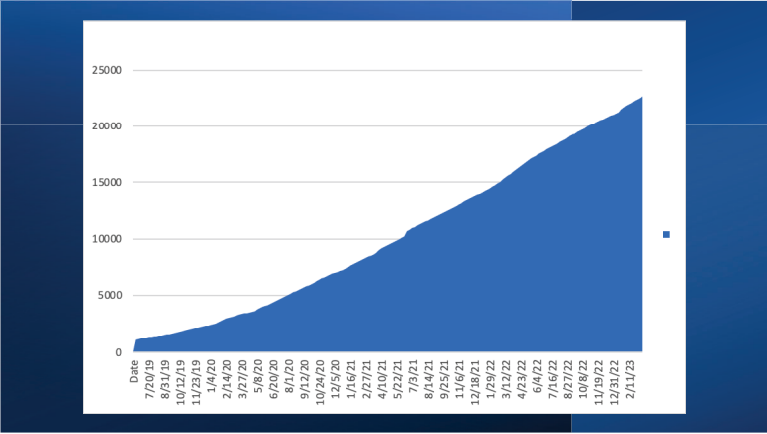
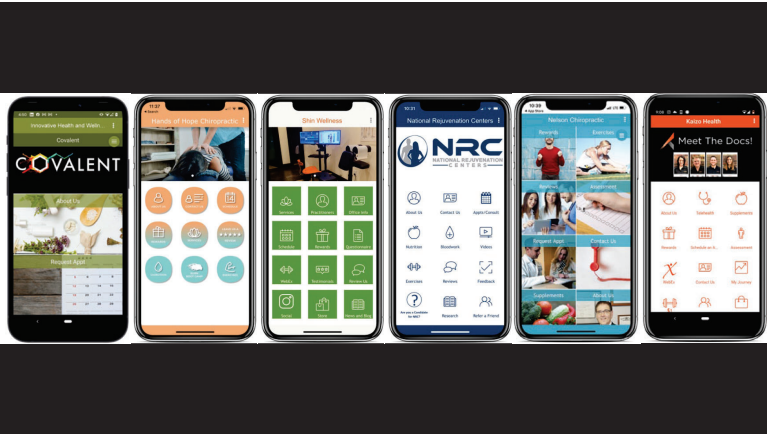
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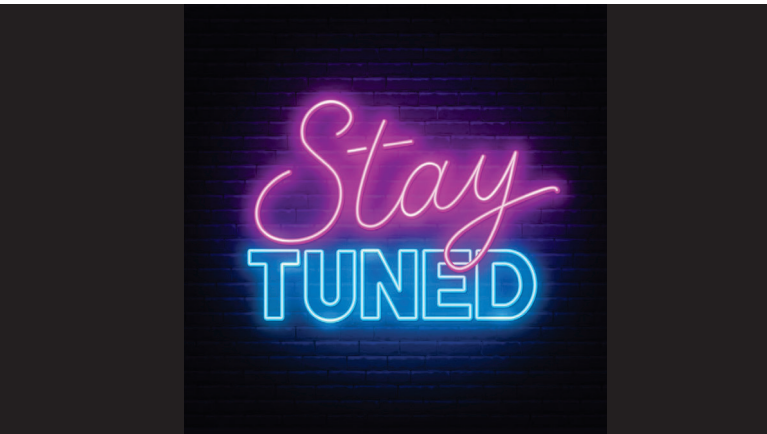
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The Problem We're Solving:
Poor Care Plan Adherence

The Value We're Creating:
Increased Visits
Increased Billings
Increased Revenue





Secret #3:

AI: Get in the Game
or the Game Will Pass You By

K>>>

Forbes

The Intersection Of AI And Human Creativity: Can Machines Really Be Creative?

Bernard Marr Contributor

Mar 27, 2023, 10:48am EDT

listen to article 8 minutes

The ability to be creative has always been a big part of what separates humans from machines. But today, a new generation of “generative” artificial intelligence (AI) applications is casting doubt on how wide that divide really is.

The Intersection Of AI And Human Creativity: Can Machines Really Be Creative? - Article Preview

K>>>

AI

Not Just Technology

Everything to do with...

...Mindset

A Growth Mindset...

A Maximally Creative Mindset...

Don't Be Scared

It's Not Magic

It's Just
Data Aggregation
and
Pattern Recognition
at Light Speed



TODAY'S JOURNEY

- AI RESEARCH IN THE NEWS
- AI USE CASES FOR THE CHIROPRACTIC PROFESSION
- AI BUSINESS USE CASES



Why AI?

...Because You Don't Want To Be Like Larry

Who Is Larry?



What Is Wrong with Larry?

Fundamentally...

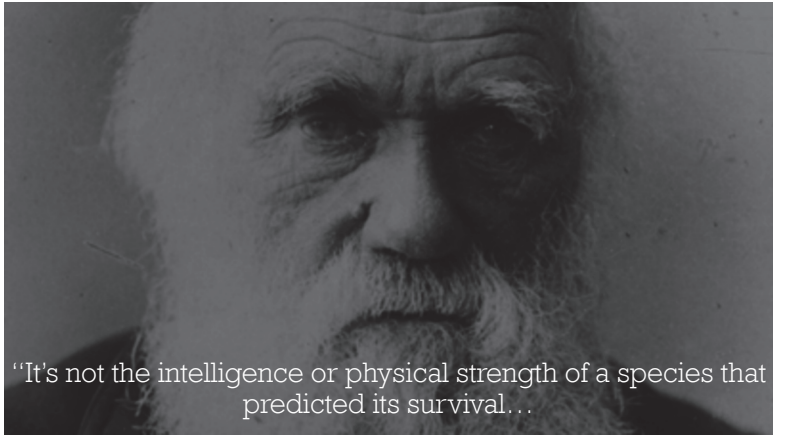
Larry Is Not...

Embracing New Technology

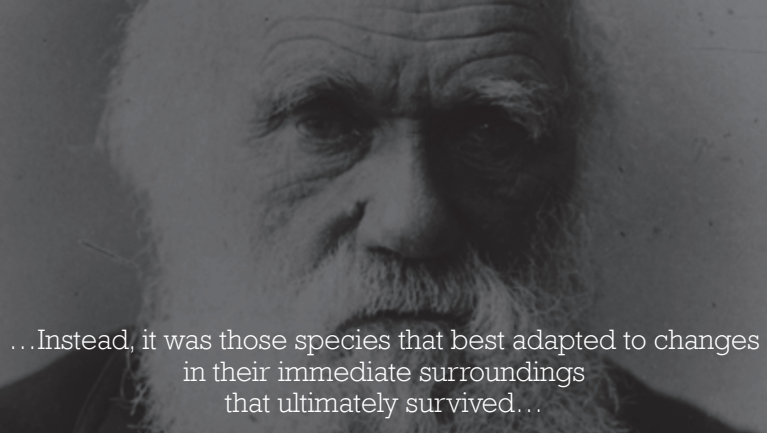
Larry Is Missing Opportunities...

Larry Has a Fixed Mindset...

...Don't Be Like Larry

A black and white portrait of Charles Darwin, showing his face and a full white beard.

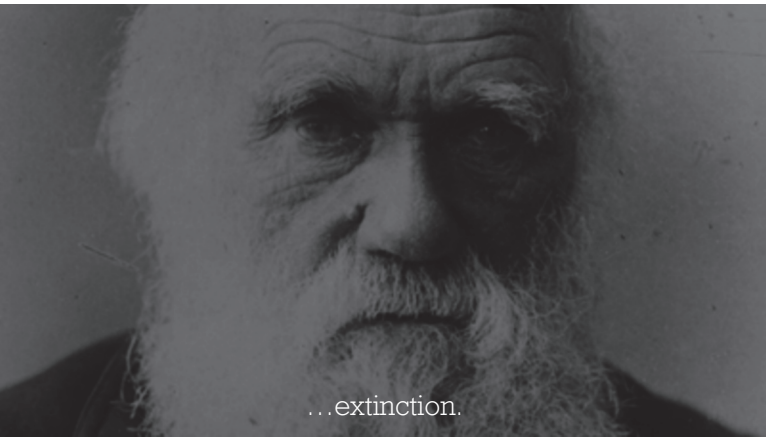
"It's not the intelligence or physical strength of a species that predicted its survival..."

A black and white portrait of Charles Darwin, showing his face and a full white beard.

...Instead, it was those species that best adapted to changes in their immediate surroundings that ultimately survived...

A black and white portrait of Charles Darwin, showing his face and a full white beard.

...In contrast, those that failed to adapt, fizzled into...



JAMA Network

JAMA Internal Medicine

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April 28, 2023

Comparing Physician and Artificial Intelligence Chatbot Responses to Patient Questions Posted to a Public Social Media Forum

John W. Ayers, PhD, MA^{1,2}, Adam Pollak, PhD³, Mark Credore, PhD⁴, et al.

Author Affiliations

JAMA Intern Med. 2023;183(6):589-596. doi:10.1001/jamainternmed.2023.1838

Editorial Comment

Related Articles

Full Text

Key Points

Question Can an artificial intelligence chatbot assistant, provide responses to patient questions that are of comparable quality and empathy to those written by physicians?

Findings In this cross-sectional study of 195 randomly drawn patient questions from a social media forum, a team of licensed health care professionals compared physicians and chatbot's response to patient's questions asked publicly on a public social media forum. The chatbot responses were preferred over physician responses and rated significantly higher for both quality and empathy.

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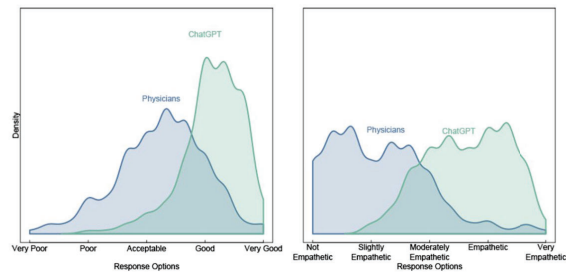
June 1, 2023

Research

Minimum Clinically Important Difference and Noninferiority Margin for Hospital-free

Study Finds ChatGPT Outperforms Physicians in High-Quality, Empathetic Answers to Patient Questions

While AI won't replace your doctor, the JAMA Internal Medicine paper suggests physicians working together with technologies like ChatGPT may revolutionize medicine



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ChatGPT is poised to upend medical information. For better and worse.

Karen Weintraub

USA TODAY

Published 7:00 a.m. ET Feb. 26, 2023 | Updated 12:05 p.m. ET March 16, 2023

OpenAI

ChatGPT

Just the FAQs

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Article | Open Access | Published: 12 July 2023

Large language models encode clinical knowledge

Karan Singh¹, Shekhar Anil¹, Tao Tu, S. Sara Mahdavi, Jesse Wei, Thouny Woei Chuan, Nathan Scates, Alex Tanwani, Heather Cole-Lewis, Sheehan Phibbs, Perry Zecia, Martin Seneviratne, Paul Gombos, Chris Kelly, Abdouk Badier, Nathanael Schick, Anushka Chowdhary, Phila Mansfield, Gita Demner-Fushman, Brian Acland, Aron, Dale Webster, Greta S. Corrado, Jesse Hefley, Katherine Chou, ...Vineeth Natarajan

Nature (2023) | Cite this article

78k Accesses | 6 Citations | 850 Altmetric | Metrics

A Publisher Correction to this article was published on 27 July 2023

Abstract

Large language models (LLMs) have demonstrated impressive capabilities, but the bar for clinical applications is high. Attempts to assess the clinical knowledge of models typically rely on automated evaluations based on limited benchmarks. Here, to address these limitations, we present MultiMedQA, a benchmark combining six existing medical question answering datasets spanning professional medicine, research and consumer queries and a new dataset of medical questions searched online. HealthSearchQA. We propose a human evaluation framework for model answers along multiple axes including factuality, comprehension, reasoning, possible harm and bias. In addition, we evaluate Pathways Language Model (PaLM, a 540 billion parameter LLM) and its instruction-tuned variant, Flan-PaLM on MultiMedQA. Using a combination of prompting strategies, Flan-PaLM achieves



Med-PaLM 2, our expert-level medical LLM | Research Bytes

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What can it do?

Performance on USMLE Style Questions

Med-PaLM 285.4%

Med-PaLM67.2%

PubMed GPT50.3%

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HealthcareIT News

TOI

Global Edition Artificial Intelligence

ChatGPT scored 72% in clinical decision accuracy, MGB study shows

The large language model's performance was steady across both primary and emergency care, and for all medical specialties, but struggled with differential diagnoses, according to new research by Mass General Brigham.

By [Andrea Fox](#) | August 29, 2023 | 10:52 AM





Photo: Leon Neal/Getty

Putting ChatGPT to the test to see if AI can work through an entire clinical encounter with a patient – recommending a diagnosis, working, deciding a course of action and making a final diagnosis – Mass General Brigham researchers have found the large language model to have “impressive accuracy” despite limitations, including:

• **ChatGPT struggles to follow instructions**

AI in Our Profession...

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ONE Profession


Unity without the need for Uniformity

A visionary strategic plan with the goal of leading the entire chiropractic profession into an essential and thriving future.

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WHAT IS THE STRATEGIC PLAN?



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Aetna & Optum 'dummy code' scheme runs afoul of ERISA fiduciary duty

Rather than paying subcontractor administrative fees, Aetna suggested that Optum 'bury them amid provider charges.

By Michael W. Mitchell and Edward Roche July 08, 2021 at 10:15 AM


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2

Self-funding: 4 misconceptions & 4 questions

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Senators ask IRS to launch probe of nonprofit hospitals' tax-exempt status

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YouTube



Kentucky Association of Chiropractors

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May 2023 CareSource Update for Chiropractors

May 11, 2023 | CareSource, KAC News

Insurance Update

UPDATE

Kentucky Association of Chiropractors

CareSource was mandated by the Division of Insurance to pay all chiropractic claims dating back to January 1, 2021. This resulted in over \$1M paid to chiropractors in the state of Kentucky as a direct result of the work of the KAC Insurance Committee. Read about that update [here](#).

The KAC continues to meet with CareSource on issues impacting the chiropractic profession. In our latest meeting earlier this week, we were informed that CareSource will be reprocessing claims to waive cost sharing from January 1, 2023. Chiropractors may see an additional payment from CareSource come through for their practice. The project is expected to be completed in the next couple of weeks. If you have not sent in your billing for CareSource patients and are still within the timely filing window, we encourage you to send your claims to avoid timely filing restrictions.

If you feel there are still outstanding claims you have already submitted and may have errors, please reach out to your provider rep directly. The list is available on our website and in this article.

Remember, the new chiropractic policy took effect 4/1/2023. If you feel you are experiencing issues with the new chiropractic policy, please email the KAC at insurance@thekac.org so we can monitor the implementation of these new chiropractic

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107 KAC ANNUAL CONVENTION

November 10-12, 2023

Registration is now open!

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2023

2022

2021

ALERT Dashboard

State List

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Alaska

Arizona

Arkansas

California

Colorado

Connecticut

Delaware

Florida

Georgia

Hawaii

Illinois

Indiana

Iowa

Kansas

Kentucky

Louisiana

Maine

Maryland

Massachusetts

ALERT Dashboard by State: Alabama

There is an EXCEPTION that indicates an increase of denials with the payer: Aetna of Alabama which could potentially be Multiple Bundle Reductions. Date 11-21-2022. EXCEPTION CODE 31

There is an EXCEPTION that indicates an increase in payments with the payer: BCBS of Alabama Date 12-02-2022. EXCEPTION CODE 99

There is an EXCEPTION that indicates an increase in denials with the payer: BCBS of Alabama Date 12-02-2022. EXCEPTION CODE 101

There is an EXCEPTION that indicates an increase in payments with the payer: Aetna of Alabama Date 12-02-2022. EXCEPTION CODE 105

There is a WATCH indication that for a decrease in payments with the payer: Aetna of Alabama Date 12-10-2022. WATCH CODE 201

This is a WARNING indication of enough denials with the payer: Aetna of Alabama. Indicates Multiple Bundle Reductions. Date 12-21-2022. WARNING CODE 501

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WHAT IS THE STRATEGIC PLAN?

GAI Use Cases and Tools

Remember, the Rage is **Generative** AI...

So By Its Nature, It Creates **Content**...

Marketing Content Creation

New Chat

Yesterday

LLM Hallucination Explained

Previous 7 Days

Office Manager at Kalzo Health

Chiro Summit Promotion Plan

Previous 30 Days

Take Action Now!

Building Strong Social Media

Chiro Content Ideas

Targeting Ideal Audience Profile

Letter of Medical Necessity

LBP Treatment Recommendations

August

AI-Powered Chiro App Demo

RTM Software Name Ideas

drjay@kalzo-health.com

GPT-4

1. need help coming up with content ideas for videos I shoot for Instagram. The audience for these videos are chiropractors who value great patient outcomes and also growing income. They want to be entrepreneurs, but many are not sure how. Time freedom is an aspirational goal for many of them.

2. But before you help me come up with these posts, I want you to ask me a series of questions to better understand my existing niche, account, content and followers.

3. Rewrite the following content to be more punchy engaging and attention grabbing

4. Write a series of if/then statements about musculoskeletal remote patient monitoring software for private practice owner chiropractors who want to leverage new technology to improve patient outcomes and provider income and turn each statement into a short video script that starts with a hook and ends with a call to action.

5. Write a series of if/then statements about using AI in a chiropractic practice to show how chiropractors can easily use AI tools to improve efficiency and profitability.

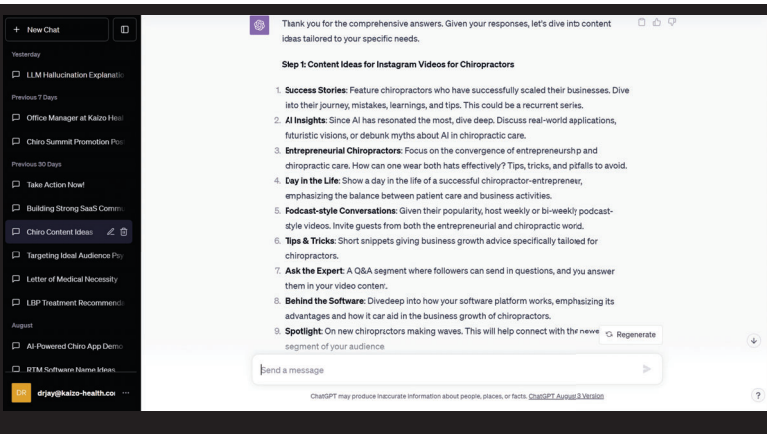
Step 2: Questions About Your Niche, Account, Content, and Followers

1. What's the primary goal of your Instagram account: education, inspiration, sales, or community building?

2. Can you describe your existing audience in more detail? For instance, are they most chiropractors, established ones, or a mix of both? Regenerate

Send a message

ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)



Psychographic Prompts

- Psychographic data relates to **habits, hobbies, and values**, layering crucial information over demographics, with the combination helping you to form a customer persona (the detailed picture of your ideal prospect).
- One of the most important goals of psychographics is to **match the language of communication** to the audience of your message.
- And for many, it's the only way to ensure your prospects understand what it is you're actually trying to say.

Demographics	Psychographics
Age	Personality Traits
Gender	Lifestyle
Occupation	Social Class
Ethnicity	Attitudes
Geolocation	Principles/Beliefs
Education Level	Activities/Interests

Who is your perfect psychographic avatar?

- >Beliefs?
- >Attitudes?
- >Desires?

PS – You could use Chat GPT4 to give you ideas...



“You are a direct response copywriter. I would like you to write copy for a facebook ad directed towards people who are struggling with [INSERT PROBLEM HERE].

Speak to their frustrations with previous attempts that haven't yielded the results that they were hoping for. Specifically, speak to how many different lab tests they've done, money and time that they have spent as well as countless prescriptions and supplements that they have likely tried that simply haven't worked.

Talk about how our approach is different in that it is designed to address the real root causes behind their problems and how we use simple but powerful testing that they likely have never done that will allow us to identify what's really driving their problems.

Tell them about our unique, comprehensive, natural approach to solving their problems long term rather than just temporary symptom relief. Make the call to action [INSERT OFFER HERE].”



Bard

Experiments

New chat

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what is the most effective treat...

Google it

write a 500 word blog post in the tone of Dan Kennedy to help a patient get to a chiropractor

View other drafts

Sure, here is a 500-word blog post in the tone of Dan Kennedy to help a patient get to a chiropractor:

Are You Suffering From Back Pain? See a Chiropractor Today!

If you're suffering from back pain, you're not alone. Back pain is one of the most common medical problems in the world, affecting people of all ages. In fact, according to the National Institutes of Health, about 80% of adults will experience back pain at some point in their lives.

There are many different causes of back pain, including muscle strain, injury, poor posture, and arthritis. In some cases, back pain can be a sign of a more serious underlying medical condition, such as a herniated disc or spinal stenosis.

If you're experiencing back pain, it's important to see a doctor to get a diagnosis and treatment plan. In many cases, a chiropractor can help to relieve your pain and improve your function.

What is Chiropractic Care?

Chiropractic care is a natural, non-invasive treatment that focuses on the spine and its relationship to the rest of the body. Chiropractors use a variety of techniques to adjust the spine, including spinal manipulation, massage, and stretching.

Chiropractic care is often effective for relieving back pain, as well as other conditions such as neck pain, headaches, and sciatica. In addition to relieving pain, chiropractic care can also improve your range of motion, flexibility, and overall health.

How Can a Chiropractor Help You?

Enter a prompt here

white color criminals - Google Search

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4.5 (819)

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A generative AI experience in Search.

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No Thanks Agree

Medical Documentation and Clinical Decision Support Tool

Amazon launches generative AI-based clinical documentation service

AWS is the latest tech giant looking to leverage the futuristic algorithms to streamline medical notetaking for physicians.

Published July 26, 2023

 **Rebecca Piller**
Senior Reporter

in f t s



Amazon announced HealthScribe during the AWS Summit at the Javits Center in New York City on July 26, 2023. Rebecca Piller/Healthcare Dive



Training and Education

Motivational Interviewing Course.pdf - Adobe Acrobat Pro (12-91)

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Home Tools Belgé Bohe Course... Motivational Interv... x

1 / 11 100%

MOTIVATIONAL INTERVIEWING FOR THE CHIROPRACTIC PRACTICE

Dr. Jay Greenstein

Part 1: Introduction to Motivational Interviewing in Healthcare

Overview of motivational interviewing in healthcare and its benefits for patients

Motivational interviewing (MI) is a patient-centered approach to communication that is used in healthcare to promote behavior change. It is a collaborative conversation that helps patients explore their own motivations and values, and supports them in making decisions that are consistent with their goals.

Benefits for Patients:

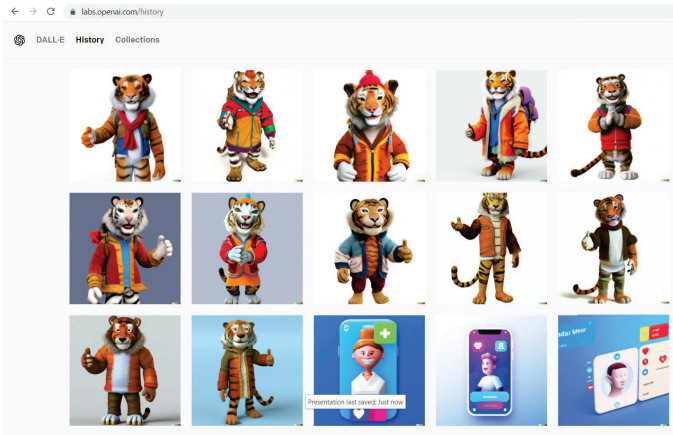
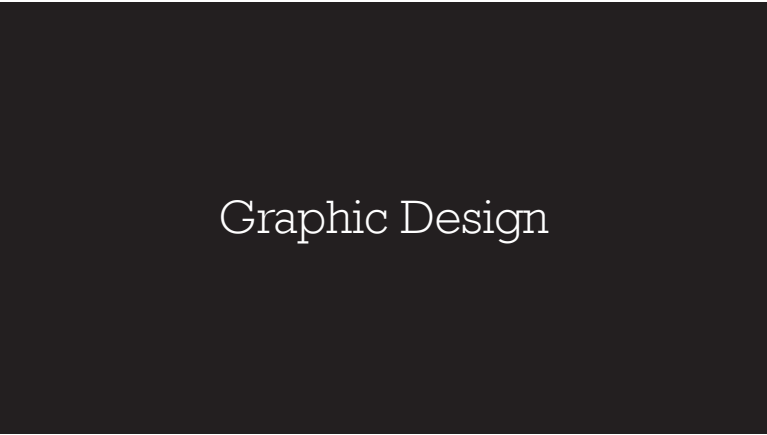
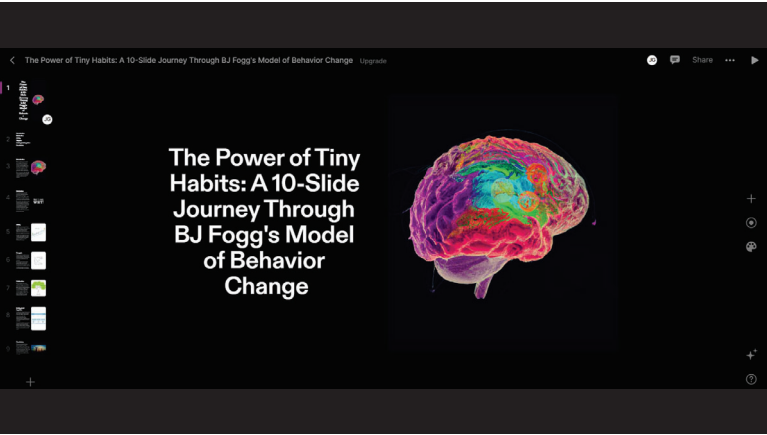
- Improved patient-provider communication and relationship building
- Increased patient engagement and participation in their own care
- Improved patient satisfaction with their care experience
- Increased likelihood of behavior change and positive health outcomes
- Greater adherence to treatment plans and improved self-management skills

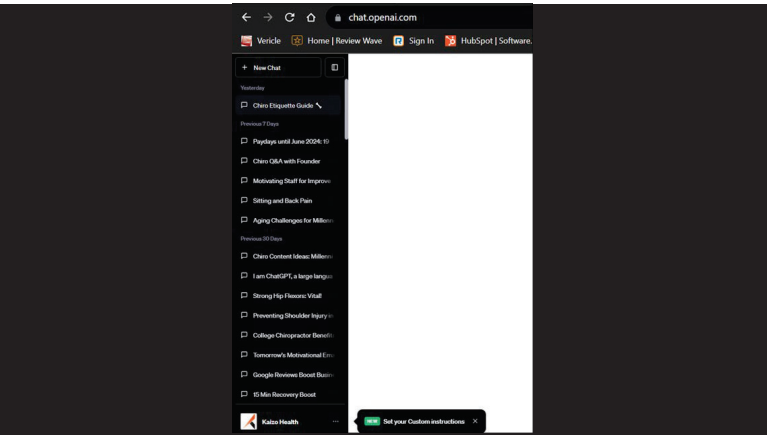
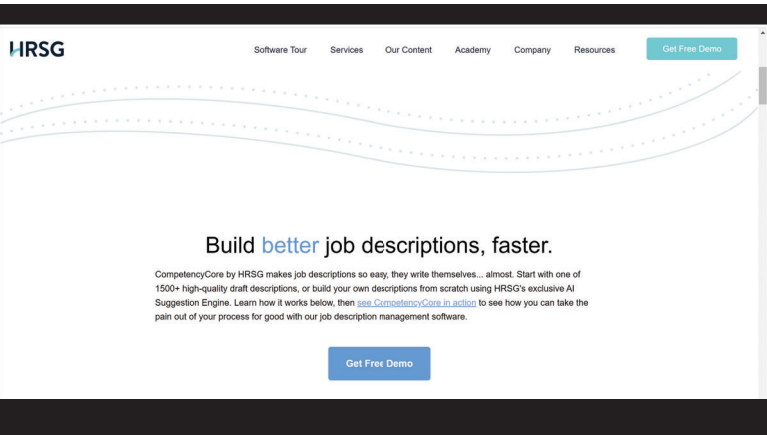
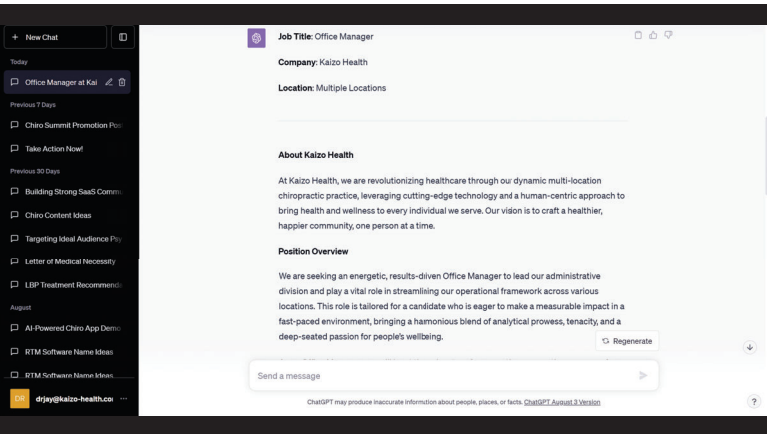
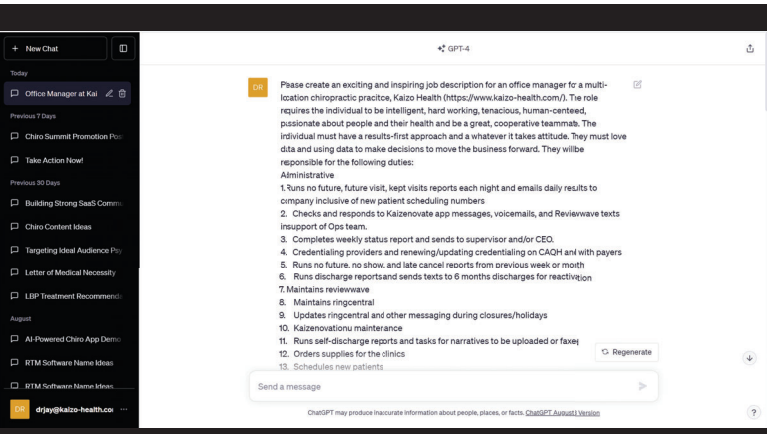
MI has been shown to be effective in a variety of healthcare settings, including primary care, addiction treatment, and chronic disease management. It is particularly useful for addressing behaviors that are difficult to change, such as smoking, substance abuse, and poor diet and exercise habits.

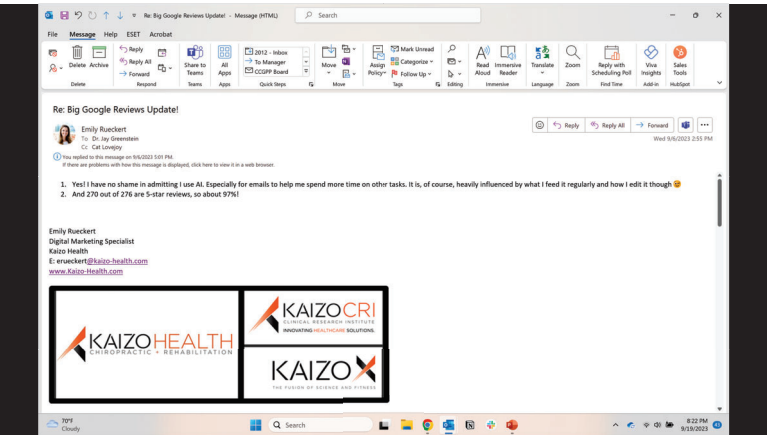
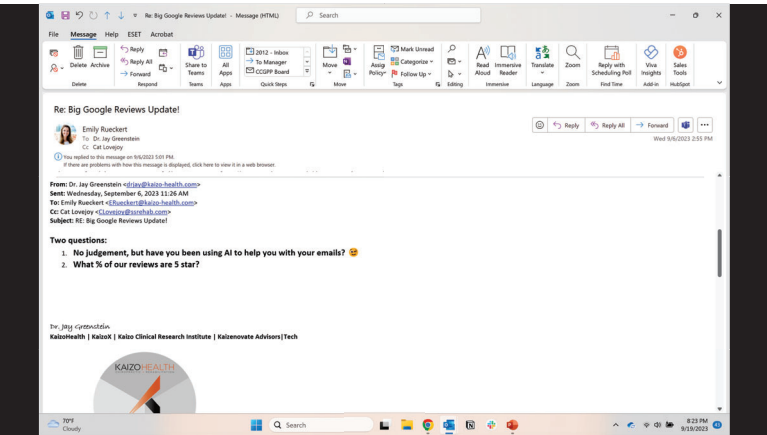
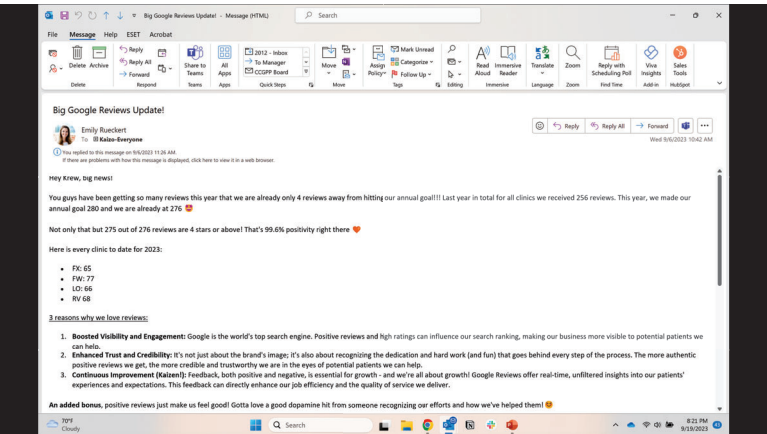
In addition to improving patient outcomes, MI can also benefit healthcare providers by reducing burnout and improving job satisfaction. It allows providers to focus on patient-centered care and encourages a collaborative approach to treatment planning.

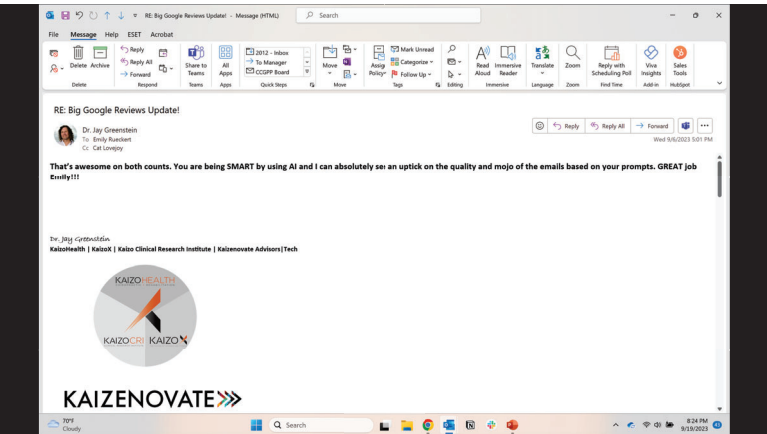
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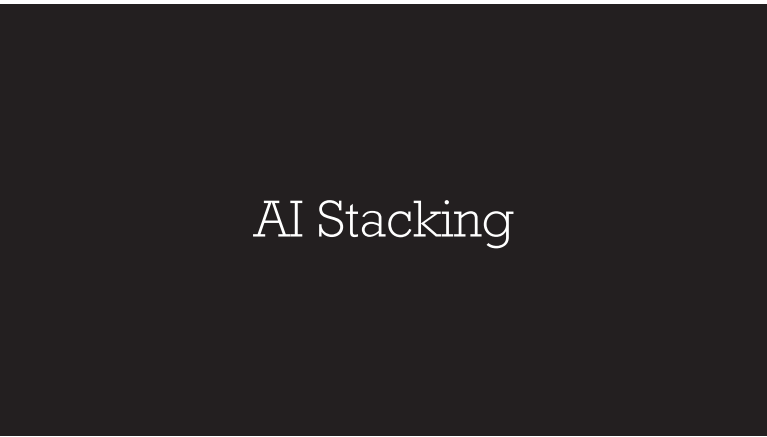
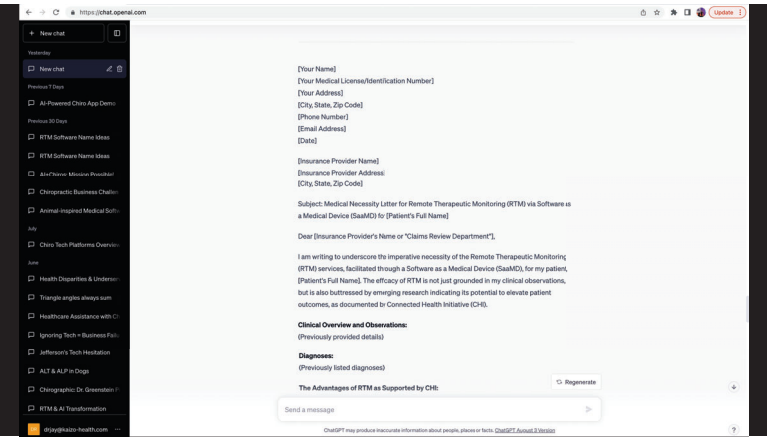


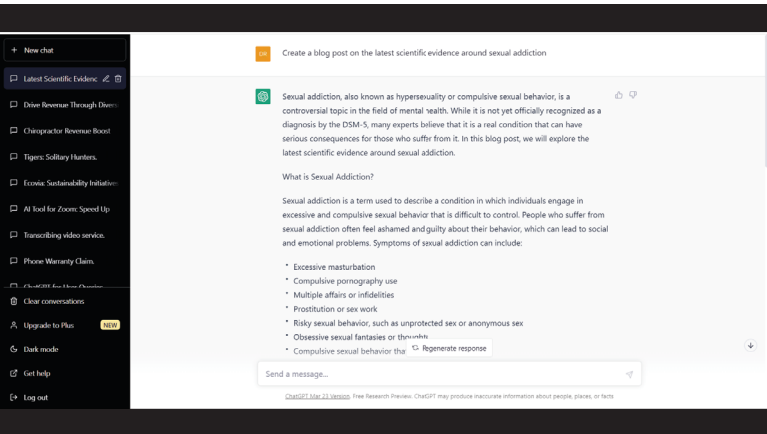


Remote Therapeutic and Patient Monitoring



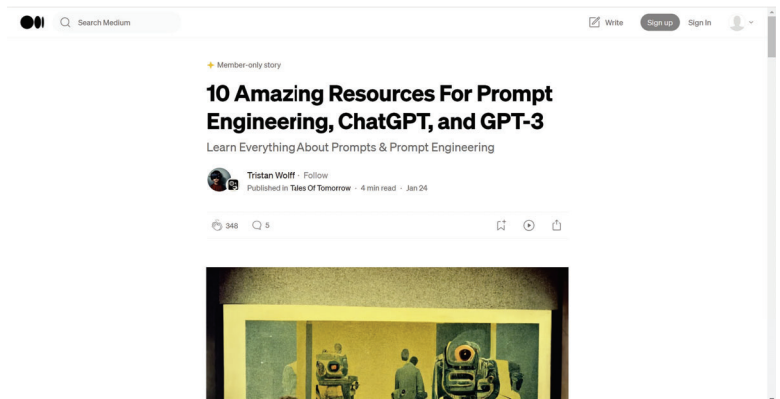
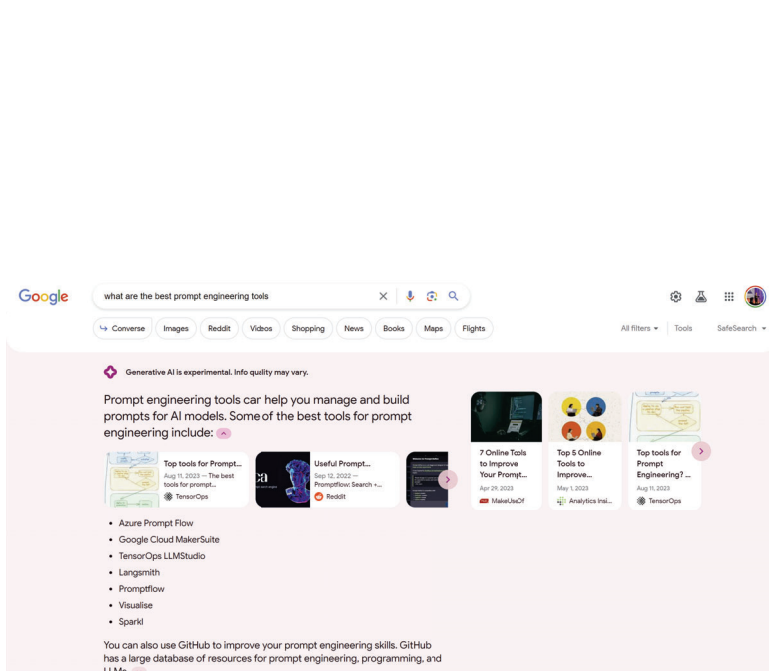
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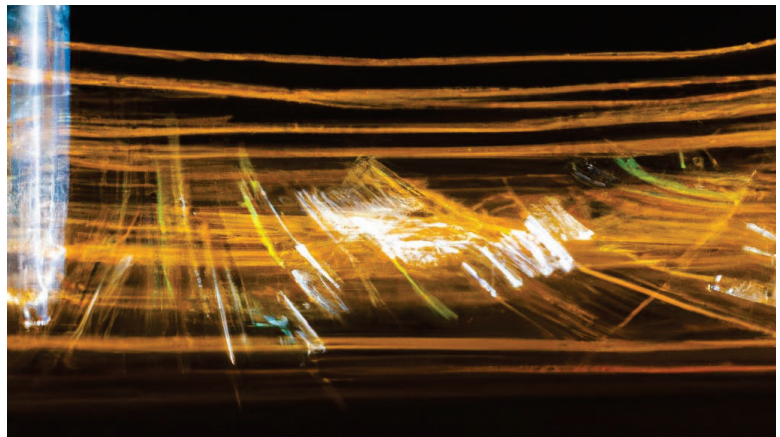


Writing Great Prompts

- Identify the purpose of the content
- Identify the audience consuming the content
- Identify the end goal of the content
- Ask the question or create the statement for the model to run
- Test, Test, Test... Train, Train, Train



And...GAI Can Be Stupid Too...

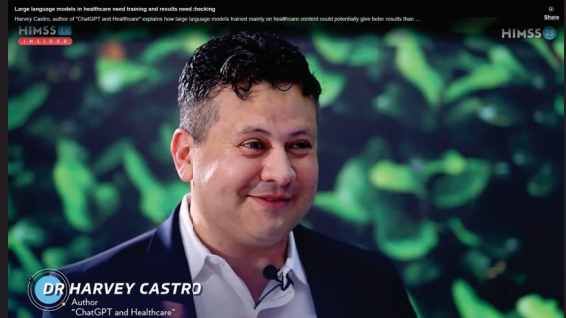


DR

please explain an LLM hallucination at a 5th grade level in one sentence



An LLM hallucination is when a computer model, like the one you're talking to, makes something up because it's not sure about the right answer.



- Ask for references and it could give wrong references for wrong article
- Clinical Decision Support > Microsoft, OpenAI and Epic are getting together for CDS (Needs to be FDA Approved)

Pick the best answer to improve the model

The conversation will continue with the answer you choose.

Q according to the lancet journal's low back pain series, what are the recommended treatments for low back pain

New Answer

The Lancet's Low Back Pain Series, published in 2018, offered several key recommendations for the treatment of low back pain. The series emphasized that the majority of low back pain is non-specific, meaning it has no identifiable pathoanatomical cause. For non-specific low back pain, the recommended treatments are:

1. **Education and reassurance:** Informing patients about the benign nature of acute low back pain can help to reduce fears and anxieties. This is typically the first line of treatment.
2. **Non-pharmaceutical therapies:** Exercise (including physical activity in general), as well as multidisciplinary rehabilitation, are recommended. Manual therapies such as spinal manipulation can also be beneficial.
3. **Pharmaceutical therapies:** These are to be considered if non-pharmaceutical therapies do not provide adequate relief. However, they are not the first line of treatment. Non-steroidal anti-inflammatory drugs (NSAIDs) can be used, but only for short-term relief. The series warned against the use of opioids.

Original Answer

The Lancet Journal's Low Back Pain Series, published in 2018, presented a comprehensive overview of the current understanding of low back pain, the efficacy of current treatments, and outlined recommendations for the management of low back pain.

The key recommendations for the treatment of low back pain from the Lancet series include:

1. **Education:** Reassurance about the benign nature of low back pain and advising patients to stay active and continue with their normal activities as much as possible.
2. **Physical and Psychological Therapies:** Exercise is recommended as the first-line treatment. Cognitive behavioral therapy can also be beneficial, particularly for those with chronic low back pain.
3. **Pharmaceutical Treatments:** The use of medications should be limited if necessary. First-line medications can include non-steroidal anti-inflammatory drugs (NSAIDs). Opioids are discouraged due to their potential risks and generally poor efficacy for low back pain.
4. **Avoidance of Invasive Procedures:** Surgery

+ New chat

Today

Ignoring Tech? But...

Jefferson's Tech Hesitation

ALT & ALP in Dogs

Previous 30 Days

Chiropractic Dr. Greenstein P

RTM & AI Transformation

Dog Hind Leg Issues

Grouping and Categorizing P

AI fears and concerns

Leadership Revolution

Condense to One per Line

Building \$300M ChiroTech Co

Greenstein's Q Score Unknown

djay@kaiser-health.com

I apologize for any confusion and appreciate your patience. Here is the corrected response:

According to The Lancet's Low Back Pain Series, published in 2018, the majority of low back pain is non-specific, meaning it has no identifiable pathoanatomical cause. For non-specific low back pain, the recommended treatments are:

1. **Education and reassurance:** Informing patients about the benign nature of acute low back pain can help to reduce fears and anxieties. This is typically the first line of treatment.
2. **Non-pharmaceutical therapies:** Greater emphasis is now placed on self-management, physical and psychological therapies and some forms of complementary medicine. Guidelines encourage active treatments that address psychosocial factors and focus on improvement in function. This includes exercise and a range of non-pharmaceutical therapies alone and in combination such as spinal manipulation, massage, acupuncture, Tai Chi, and yoga.
3. **Pharmaceutical therapies:** Non-pharmaceutical care is the first treatment option and pharmacological care is reserved for patients for whom non-pharmaceutical care has not worked. Non-steroidal anti-inflammatory drugs (NSAIDs) can be used, but only for short-term relief. The series warned against the use of opioids due to their potential for harm and addiction.
4. **Surgery and invasive procedures:** These are generally not recommended for non-specific low back pain. They should be considered as a last resort and only for specific cases where a clearly identifiable ☐ top generating related disc causing nerve compression can be surgically addressed.

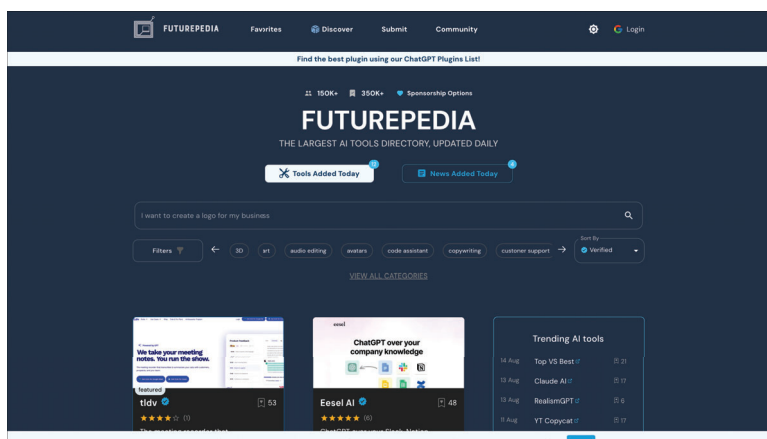
Send a message

ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT May 26, 2023



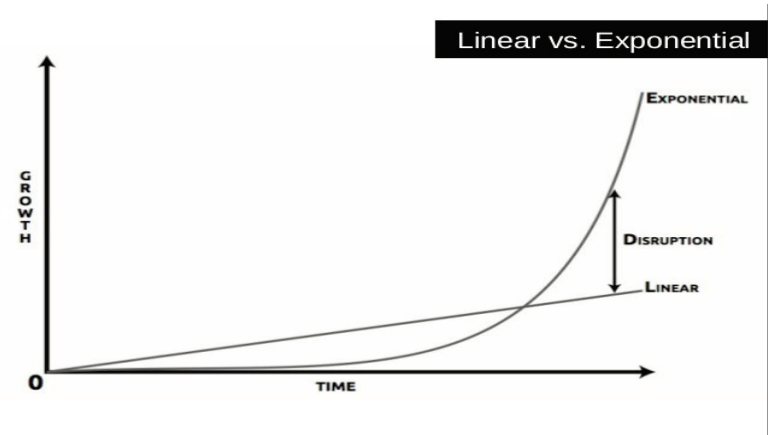
AI...GROW YOUR CREATIVE MIND,
YOUR INCOME, AND YOUR IMPACT!

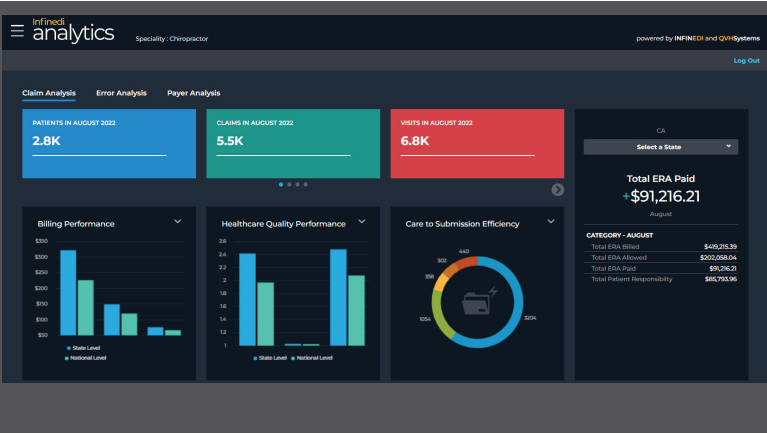
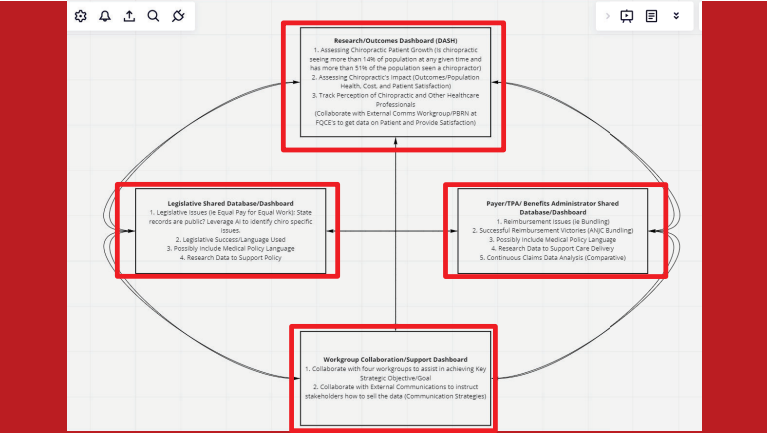
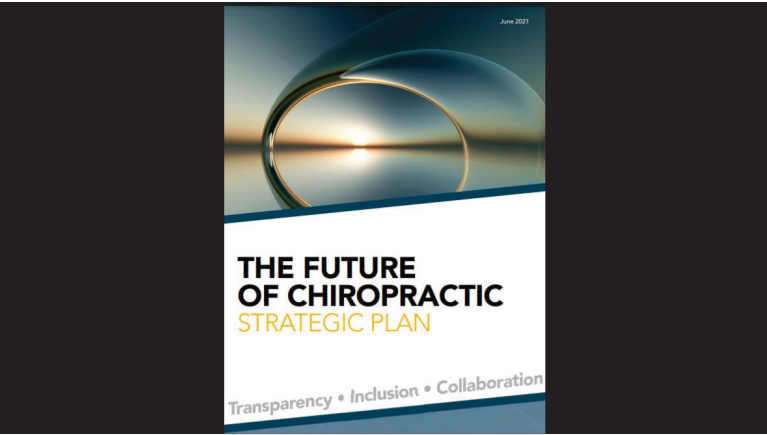
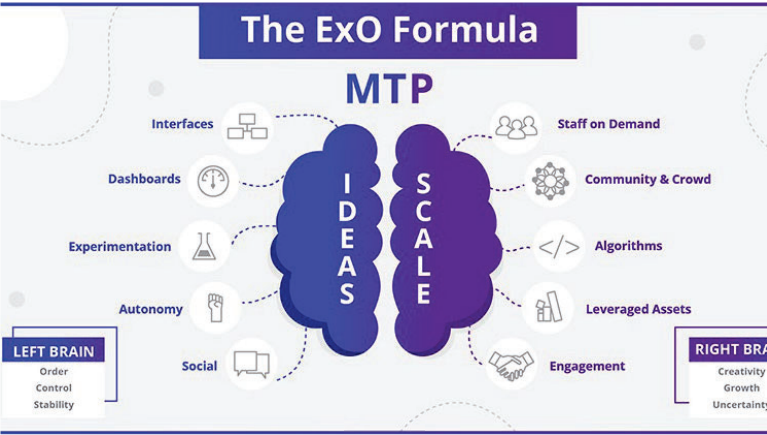
Resources

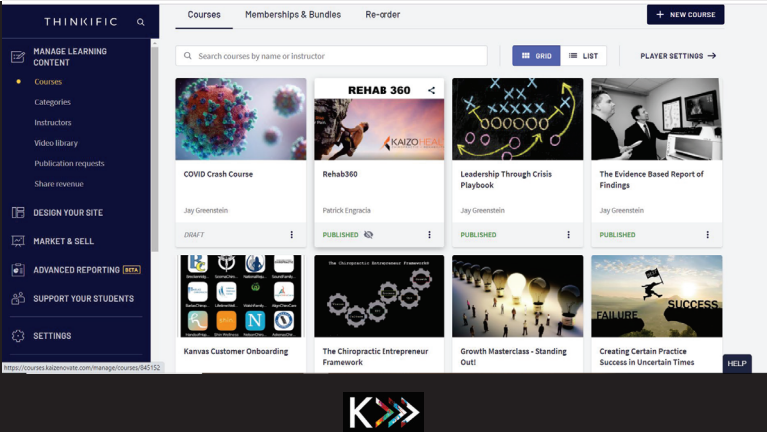
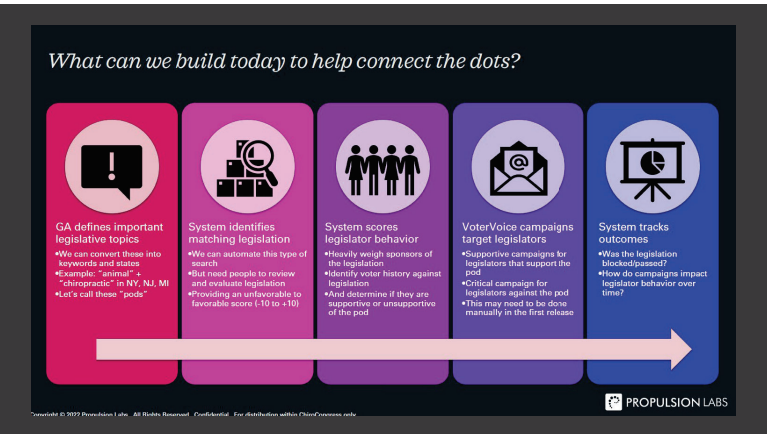
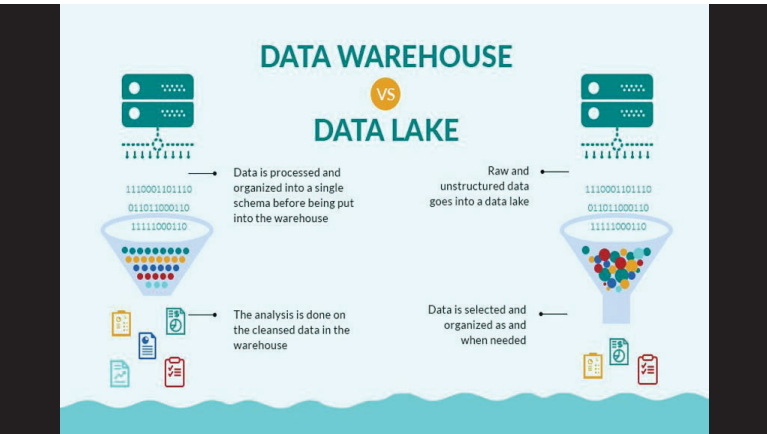


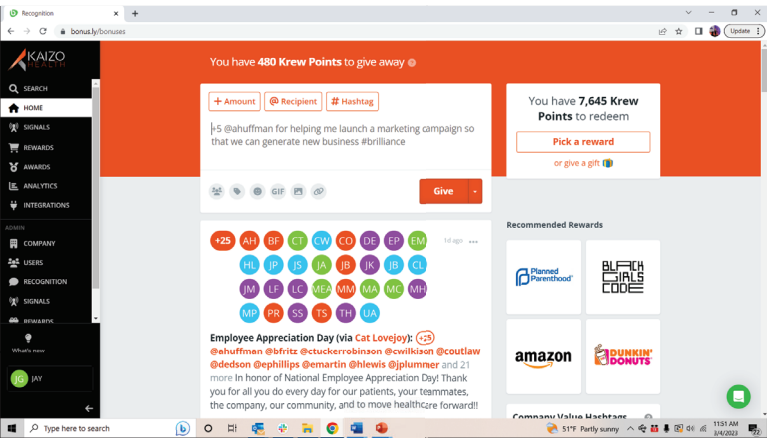
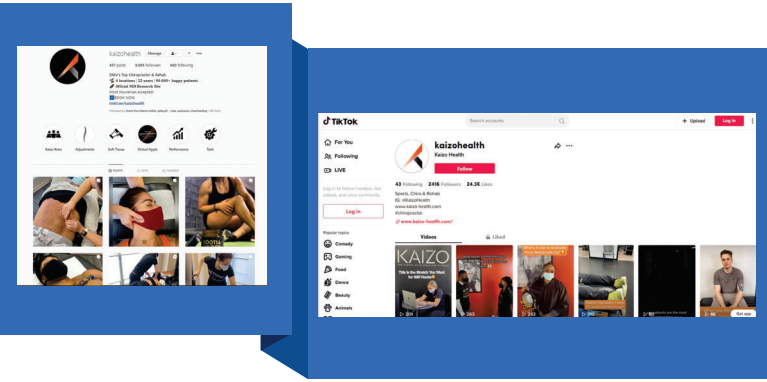
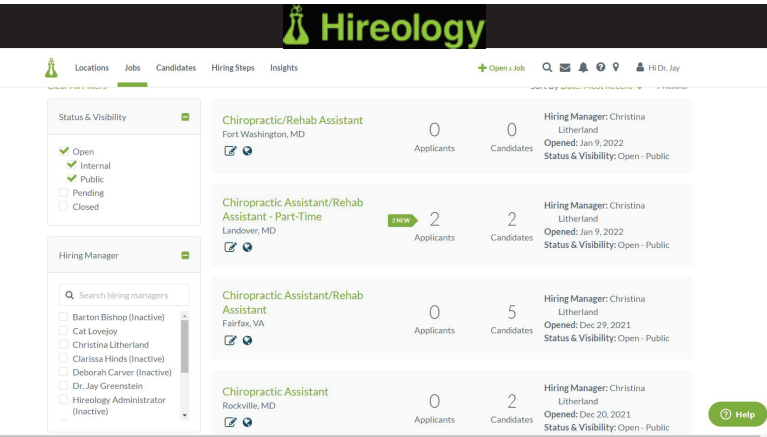


ARE YOU READY???

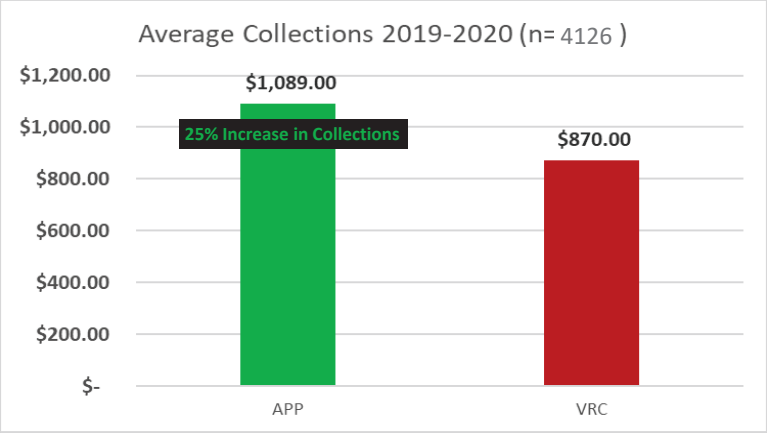
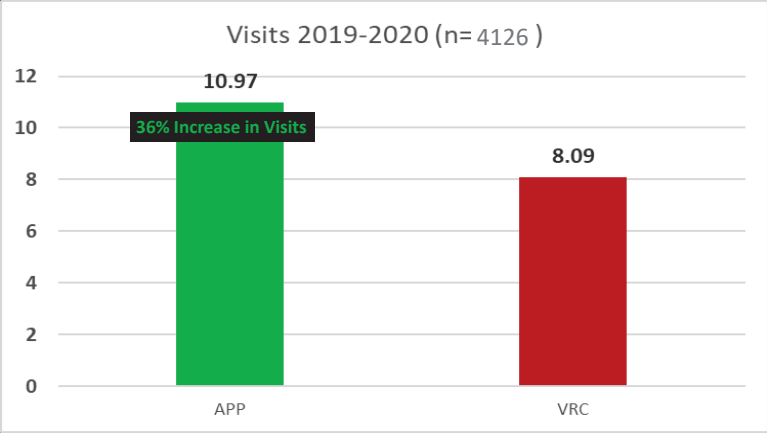
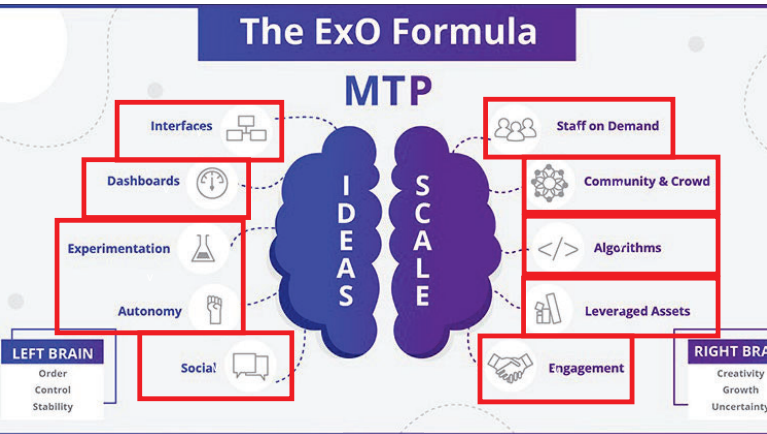
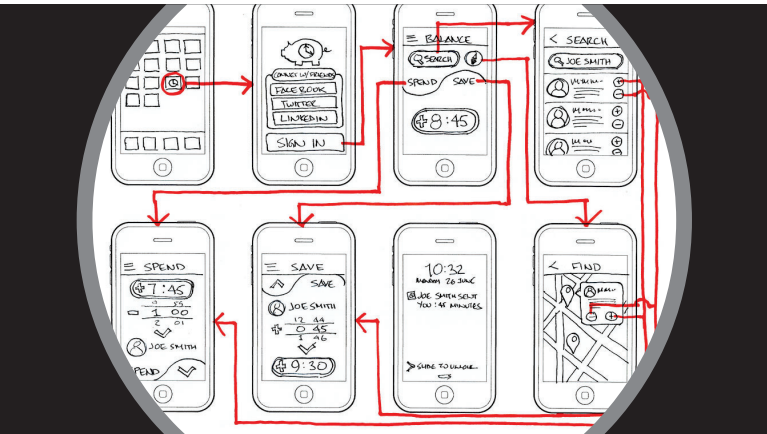


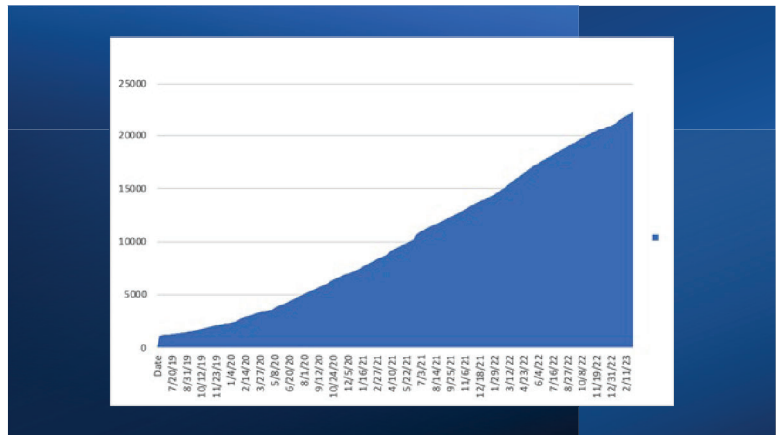
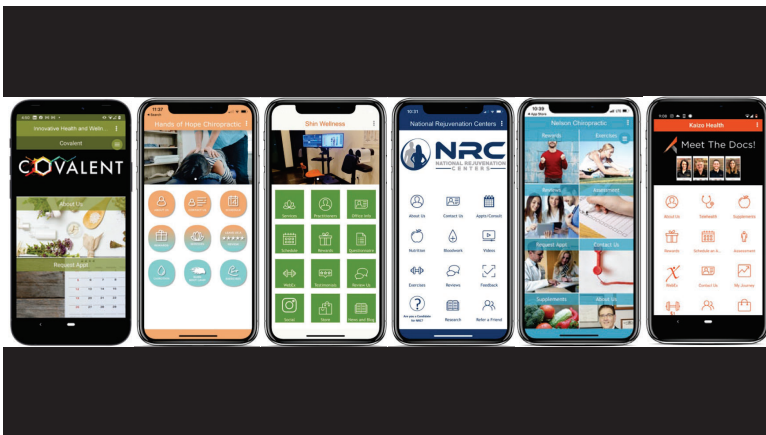
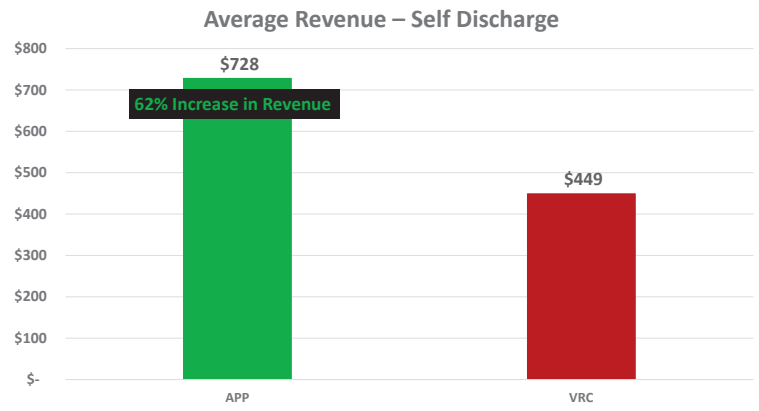
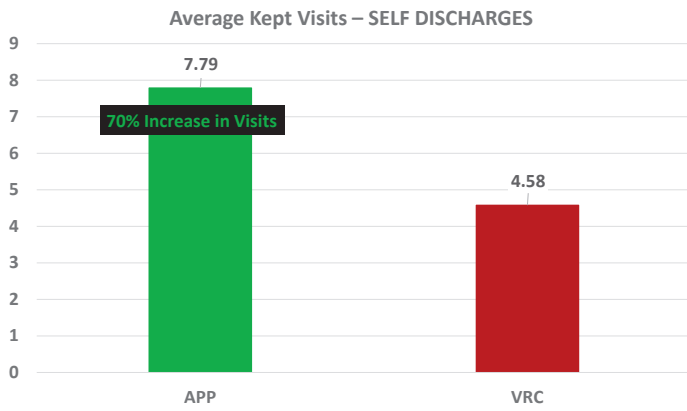






[illegible]





The World Is Changing At An
Exponential Pace



Leverage Technology To Grow
Exponentially



Be Fearless in the Pursuit
of what
Sets Your Soul on Fire





Gift #1



Want A Chance to Win a Gift?

1. Pull Out Your Phone
2. Text "Jay" to 66866
3. Respond with your email address
4. You will get an email with a link to a survey
5. Fill in survey, give me your feedback, and tell me what prize you want to win
6. The more people who fill in the survey they more books I'll give away!
7. In the email you received, you will also see a link to a landing page where you can schedule a demo or purchase the app at today's discount.

You have to fill in the survey to win the prize!! Don't forget.

Gift #2

Reduced Pricing Today Only!
\$2999 set up fee and \$399/month

FCA Attendees:
\$299/mo (First 13 months only, then \$199/mo)

30 Day Money Back Guarantee



A No-Brainer Investment

- ✓ 30 New Patients Per Month
- ✓ \$100/visit
- ✓ Increase PVA By Just One More Kept Visit
- ✓ $30 \times \$100 \times 1v = \$3,000/\text{mo}$

- ✓ \$299 Initial Monthly Investment > \$3,000 Increased Revenue

- ✓ 10x ROI >>> 15x ROI

1. Secret #1: Setting the Foundation: We are in the age of exponential organizations
2. Secret #2: Building Your Tech Infrastructure: You too can use virtual care technologies to drive practice growth
3. Secret #3: Improve Access, Outcomes and Income with the right digital technologies, you can grow your revenue streams
 1. Kanvas
 2. Telehealth
 3. RPM
 4. RTM >
 1. Kanvas App Customers Are First to Convert
 2. Kanvas App Customers Will Get Locked In Base Pricing
 3. The first five new Kanvas customers will get
 1. Discount pricing on Live Event
 2. Discount pricing on Kanvas App



Gift #3

Washington D.C. | May 6th, 2023

Your Business Adjustment Summit


For entrepreneurial chiropractors looking to exponentially level-up their business

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Early Bird Pricing! Act Now!

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Only 19 early bird tickets left



1. Pull Out Your Phone
2. Text "Jay" to 66866
3. Respond with your email address
4. You will get an email with a link to a survey
5. Fill in survey, give me your feedback, and tell me what prize you want to win
6. The more people who fill in the survey they more books I'll give away!
7. In the email you received, you will also see a link to a landing page where you can schedule a demo or purchase the app at today's discount.

*You have to fill in the survey to win the prize!!
Don't forget.*




CONNECT
WITH DR. JAY


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WWW.KAIZENOVATE.COM





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THANK
YOU!

KAIZENOVATE >>>