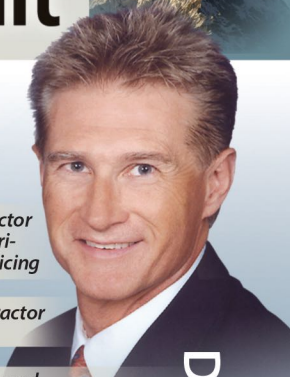


# The **Certainty**<sup>™</sup> Chiropractic Summit



Dr. Dennis Nikitow

## A one-day seminar that will help your practice reach the pinnacle of success!

Find out how you can build a thriving family practice that rises above today's rocky medical landscape.

Prepare for a journey — a journey to CERTAINTY. Besides being an innovative, proven program of practices and procedures, training and techniques, guidelines and goals, CERTAINTY is also a state of mind that empowers you to achieve new heights of achievement in your practice and your personal life. It is a mindset and plan of action that gives you practical tools you can use, starting immediately, to **build a growing practice**. The **CERTAINTY<sup>™</sup> Chiropractic Summit** shows you how to take your practice to a higher level of patient visits, profitability, and most importantly, patient satisfaction through predictable results.

### Dr. Nikitow leads by talking the talk and walking the walk

This is not the typical chiropractic success seminar with non-practicing consultants touting advertising and marketing tactics. The **CERTAINTY Chiropractic Summit** teaches strategies born from present-day practice experience. Dr. Nikitow has found what works best and is sharing the secrets of his success with all who attend. You will learn step-by-step how to build your own profitable high-retention family wellness practice with continual growth and predictable spinal correction.

### Make your practice work for you, instead of you working for it

The **CERTAINTY Chiropractic Summit** offers the means to manage your patients, your business and your life, whether you see 100 or 500 patients a week.

- Learn the two secrets rooted in our philosophy and neurology that will build **EVERY** practice **EVERY** time.
- Create lifetime patients by repositioning their perception of chiropractic care from that of a back-pain treatment to the crucial restoration and maintenance of nerve integrity.
- Discover what makes patients commit to care regardless of insurance coverage.

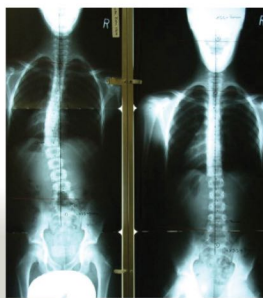
*"Dr Nikitow's system will teach you the ABC's of building a family wellness maintenance practice with high volume, high collections, and low overhead. After only two months I doubled my patient visits and collections!"*

—Dr Jeremiah Freedman

### Create your perfect practice by creating perfect patients

The **CERTAINTY Chiropractic Summit** reveals **strategic communication** designed to impart essential truths on the patient's first visit, making lifetime spinal maintenance a priority for their entire family.

- Replace patient negativity, misconceptions, and doubt with commitment, compliance and referrals.
- Learn to convert each new patient into three by the end of the second visit!
- Present patient guidelines that maximize compliance and minimize missed appointments and drops.



### Achieve consistent results by mastering our spinal correction system and the strategies for conveying its necessity

Dr. Nikitow will show you a unique, full-body 3D system for analyzing patients' posture, spine, extremities, cranium and their relation to overall health.

- Learn how to implement **Chirocise<sup>™</sup>**, **Chirometrex<sup>™</sup>** Exercise and Rehab to increase the speed and efficiency of your spinal correction.

- Use the powerful concept of "Nerve Muscle Memory" to inspire patients' need for lifetime spinal maintenance.

### Acquire a model for payment plans that maximizes your income

Discover a stress-free approach to payment plans and hear essential cash payment policies.

- Enable families to get the treatment they need regardless of insurance or financial means.
- Learn to master payment plan presentation.

• A practicing chiropractor with 30 years of experience who is still practicing

• Twice named Chiropractor of the Year

• Originator, innovator and daily practitioner of CERTAINTY

Dr. Nikitow is known as one of the most successful and experienced DC's in the profession. He has been practicing with CERTAINTY for more than three decades, while teaching for more than twenty years. **Because he is currently practicing** at his own family wellness center, one of the largest in the country, he knows what D.C.s are struggling with today and offers valuable guidelines for developing a highly successful, high-retention practice.

### Reach the Summit in a city near you:

- **ST. LOUIS** September 17
- **NEW YORK** October 1
- **ORANGE COUNTY, CA** October 22
- **ORLANDO** December 10

Check our website for 2017 cities and dates.

**REGISTER NOW. Do It Today And Save! 1-800-554-3884**

**Don't wait.** Space is limited and registrations are on a first-come first-served basis. REGISTER now by calling **800-554-3884** or go to **www.CertaintyPracticeProducts.com/pages/seminar-schedule** to hear **Dr. Dennis Nikitow** tell you more. Register online and receive the **FREE** DVD, *Practicing With Certainty: The Secrets Behind a High-Retention Practice*.

**Registration: \$479**  
for one D.C. plus C.A. staff

**\$199 for each additional D.C.**  
from the same office

**Save \$100**  
off the D.C. + Staff  
Price with a  
**21-Day Advance  
Registration!**