



[ChiroTouch to Host Pediatrics and Family Health Care the Chiropractic Way Webinar](#)

*San Diego, CA January 30th, 2013 ChiroTouch and Dr. Eric Plasker are pleased to announce Pediatrics and Family Health Care the Chiropractic Way webinar, which is scheduled to air live for one hour on February 7th, 2013, at 10:00am PST.*

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ChiroTouch to Host Pediatrics and Family Health Care the Chiropractic Way Webinar with Dr. Eric Plasker

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Educating parents on the benefits of chiropractic for kids is an effective way to build a long-term client base, said Robert Moberg, President of ChiroTouch. Were pleased that Dr. Plasker will be sharing his insight on the best ways to attract and retain families in this informative webinar.

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Is your family a chiropractic family? Imagine your life without chiropractic care. Turn your passion and personal experiences into a highly profitable setting for your chiropractic practice.

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During this webinar you and your staff will learn:

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- How to attract more kids and families to your practice.
- How to educate parents about the chiropractic lifestyle so they get the Big Idea.
- How to transition more crisis care patients to Lifestyle Care.
- How to create exponential growth in volume, income and profit by attracting families to your practice.

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Dr. Eric Plasker is the founder and CEO of The Family Practice where, for more than a decade, they have been helping chiropractors build some of the most successful practices in the world. The Family Practice attracts chiropractors who are committed to being health care leaders and reaching their goals while delivering a unified branded message for chiropractic.

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Chiropractic software designed from the ground up to maximize efficiencies for virtually every process, including patient self check-in, scheduling, SOAP notes, billing, interoffice communication and more, ChiroTouch has developed its HIPAA-compliant system to drastically reduce the time it takes to perform tasks that chiropractors are already doing. That gives chiropractors more time to see more patients resulting in increased referrals, improved efficiencies, and a direct, measurable impact on practice profitability.

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Other recent webinar topics include Art of the Close, Building Value in Your Practice and Equity in Your Business, and HITECH Stimulus Act Updates. The ChiroTouch webinar programs and the attendees have benefited from speakers such as Dr. Patrick Gentempo, Dr. Bob Hoffman, Dr. Eric Plasker, Dr. Ron Oberstein, Dr. Mark Ott, Stanley Greenfield, and many more. This cross-section of the most influential and recognized coaches and speakers has made for a very robust and popular series of webinars.

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To join ChiroTouch for this webinar, visit <https://www2.gotomeeting.com/register/620180482>

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About ChiroTouch

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ChiroTouch, by Integrated Practice Solutions Inc., is the premier provider of fully-certified innovative chiropractic software technology solutions for the chiropractic industry. Fusing advanced software systems with superior support services, we partner with chiropractors across the country to help them automate operations, improve patient care, and increase profitability. Visit [www.chirotouch.com](http://www.chirotouch.com).

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