



Objectives

Upon completion of the conference, participants will be able to:

1. Explore patient care approaches by considering the full range of physical, emotional, mental, social, spiritual and environmental influences that affect a person's health.
2. Explore the use of alternative and complementary medicine in the treatment of a variety of disease states.
3. Describe the importance of nutrition in gaining and maintaining wellness.
4. Discuss the use of nutrition-based therapies versus pharmacology in the treatment of a variety of illnesses.
5. Describe CDC guidelines for best practices in treating substance abuse and pain management in the current abuse environment.
6. Discuss the impact of health disparities in North Carolina on caring for patients.
7. Review the importance of having culturally responsive and appropriate care for under-represented minority patients.
8. Describe the use of platelet rich plasma in the promotion of healing.
9. Review best practices to improve efficiency and maximize revenue potential in your office.
10. Discuss the use of your website as a marketing tool to bring patients into your practice.