



Dynamic Chiropractic™
PracticeINSIGHTS
 2012 EDITORIAL CALENDAR

	PRIMARY FEATURE	MAJOR TOPICS COVERED IN EDITION			
		EQUIP YOUR CLINIC	SUPPORT YOUR PATIENT	EXPAND YOUR CARE	OPERATE YOUR PRACTICE
JAN	Give Your Practice a SWOT (Analysis)	■	■	■	■
FEB	Be Your Own Patient	■	■	■	■
MAR	Comeback Kids	■	■	■	■
APR	Hottest Tools For Your Practice	■	■	■	■
MAY	Making Weight Loss a Core Part of Your Practice	■	■	■	■
JUN	Dealing with Bad Patients and How to Get Better Ones	■	■	■	■
JUL	Practice Makeovers	■	■	■	■
AUG	In The Door, Out the Door: Patient Retention Strategies	■	■	■	■
SEP	Simplify or Diversify? Which is Right for You?	■	■	■	■
OCT	Which Laser Is Right For You?	■	■	■	■
NOV	How to Use Research to Build Your Brand	■	■	■	■
DEC	Secrets of the Chiropractic Superstars	■	■	■	■

NOTE: The 2012 *Dynamic Chiropractic PracticeINSIGHTS* Editorial Calendar is flexible and subject to change based on editorial contributions.