

AMMA Annual Meeting: May 16 -18, 2008

Western Michigan University, Grand Rapids Campus

*PLEASE NOTE: If you have already fulfilled your CEU requirements for your 2008 renewal, CEUs earned by attending the annual meeting can be used towards your 2009 requirements.

Friday, May 16 (3 CEUs)

6:00 p.m. – 8:00 p.m.

6:00 – 6:15 Welcome Address

What's new at the AMMA?

Services, Website and the AHS Consortium

Update on Michigan Legislation

6:15 – 7:45 Keynote Speech

Naprapathy and Treating the Whole Patient – Dr. Wanona Wellspring

*Dr. Wellspring is a Licensed Naprapath in Chicago, Illinois and has a successful practice working with a multitude of clients on issues ranging from musculoskeletal disorders and rehabilitation to weight loss and strength training.

7:45 – 8:00 What to expect from the Annual Meeting 2008

Sign in and out for complete CEU credit

Concurrent Sessions (explanation)

Information and Relaxation Room

Saturday, May 17 (6 CEUs)

9:00 a.m. – 4:30 p.m. Concurrent Sessions: 3 sessions run at the same time so you decide which one to attend!

9:00 a.m. – 10:20 (pick one)

Building Blocks of a Successful Practice – Dr. Carol Baggerly

Pregnancy Massage: Prenatal to Postpartum – Christine Sharp

Herbal and Nutrition Top 10 – Annette Hardy

10:40 a.m. – 12:00 p.m. (pick one)

Diversifying Your Client Base – Christine Sharp

Integrating Therapeutic Exercise into Your Practice – Chris Holmes

Acupuncture 101 – Ray Wan

12:00 p.m. – 1:30 p.m. Lunch Break (on your own)

1:30 p.m. – 2:50 p.m. (pick one)

Diversifying Your Client Base – Christine Sharp

Acupuncture 101 – Ray Wan

Herbal and Nutrition Top 10 – Annette Hardy

3:10 p.m. – 4:30 p.m. (pick one)

Integrating Therapeutic Exercise into Your Practice – Chris Holmes

Building Blocks of a Successful Practice – Carol Jo Baggerly

Prenatal and Postpartum Pregnancy Massage – Christine Sharp

Saturday Session Descriptions:

Building Blocks of a Successful Practice – Dr. Carol Baggerly

Do you struggle with patient retention? Do you get referrals from your current patients? In this session Dr. Baggerly will be presenting information on the ABC's of successful practice building including treatment planning, referrals, patient communication and much more.

Pregnancy Massage: Prenatal to Postpartum – Christine Sharp

As a mother of three and a successful bodywork practitioner Christine will discuss techniques for positive and effective pre and post pregnancy massage to help reduce the stresses of pregnancy, childbirth and living with a newborn!

Herbal and Nutrition Top 10 – Annette Hardy

Has a client ever asked you "if there's one thing I can do for myself, what would it be?" Get herbal and nutritional answers to this ever-popular question in one information-packed session.

Diversifying Your Client Base – Christine Sharp

Christine Sharp is a successful business owner employing several practitioners within one office who provide everything from medical massage and manual therapy to therapeutic exercise classes, herbal and nutritional counseling as well as facial and relaxation massage. This session will give you tips on marketing yourself and your practice to attract a more diverse client base.

Integrating Therapeutic Exercise into Your Practice – Chris Holmes

In this session you will learn useful information on bringing more therapeutic exercise into your practice. You will learn in-office and at home stretches for your patients as well as the basics on indications for several types of therapeutic exercise.

Acupuncture 101 – Ray Wan

In this session you will learn the basic principles behind medical acupuncture and the simple steps you need to take to offer acupuncture as a modality in your massage and manual therapy practice – it's not as difficult as you might think!

Sunday, May 18 (3 CEUs)

9:00 a.m. – 11:30 a.m.

9:00 – 11:00 Keynote Speech:

Practice Development – Understanding the Psychology of the Patient

Wrap up the weekend by enjoying this dynamic presentation on *Understanding the Psychology of the Patient!* In this keynote speech, presenters will explain how you can take the information you have learned over the weekend and effectively communicate and encourage your patient's participation in your new treatment strategies.

11:00 – 11:30 Final Discussion and Conclusion from the AMMA
Evaluations and Final Thoughts