1. IMMUNITY LIFESTYLE
   - Applying pandemic lessons learned
   - “Social Proof” over “word of mouth”
   - Investing in clinic vs. paying off loans
   - Most popular in DC continuing ed.
   - When it’s time to recruit a doctor(s)
   - Personal med. filing health care gaps

2. THE EDUCATION ISSUE
   - Results are in 2023 DC school survey
   - Chiropractic college profiles
   - Where is your authority-building content?
   - Top 3 CE pursuits for personal growth
   - Lining-up post-grad prospects
   - Should you join the “fast casual” trend?
   - Directory: Colleges

3. SPECIALIZE IN YOUR PASSION
   - Personal injury specialization
   - Ignore the kinetic chain at your peril
   - Why weight loss is booming for DCs
   - Adding video storytelling to your mix
   - Reimbursements: don’t take “no” for an answer
   - Best practices in patient retention
   - Directory: Continuing Education

4. DOCUMENTATION AND EHRS
   - How tech has changed documentation
   - What you want, and don’t, from new EHRS
   - Why specialize in senior care?
   - Leaning into a cash-only practice
   - Can your clinic run itself?
   - Directory: Finance & Insurance

5. PATIENT SUPPLEMENTATION
   - A protocol for challenging patients
   - Starting and marketing a nutrition “store”
   - The content in your marketing funnel
   - Reduce inflammation + depression?
   - The difference-maker for DCs in court
   - Directory: Nutrition

6. REHAB & PT
   - How going big with rehab paid off
   - Determining patient bone health
   - Taming difficult sciatica
   - Affordable digital imaging options
   - Omega-3 is the essential pill
   - How tech is changing topicals
   - Directory: Rehab

7. EVIDENCE-BASED PROTOCOLS
   - Your patient’s feet are failing them
   - How far can you go with personalization?
   - Sneaky patient education hacks
   - A blog and its content marketing journey
   - Right therapy for increased revenue
   - Are you in a rut? Would you know?
   - Directory: Orthotics

8. WELLNESS & PREVENTATIVE CARE
   - Results are in! Salary & Expense Survey
   - Easing into at-home testing
   - What happens when posture goes awry
   - Homeoastis and patient immunity
   - Building a better retention model
   - Directory: Supplies

9. INTEGRATING DISCIPLINES
   - The greatest integrative opportunities
   - Pediatric chiropractic: a great start
   - Avoid these e-newsletter mishaps
   - Magic, MKTG-value proposition
   - Be a “primary” with functional medicine
   - Curcumin combos that show promise
   - Directory: Consultants

10. 2023 PRODUCT SHOWCASE & SUMMER BUYERS GUIDE
    - The mid-year guide to the top companies and products. Highlights include new entrants, notable products, enhanced services and more. More than 67% of DCs are influenced by advertising in Chiropractic Economics.
    - Directory: Retail

11. WOMEN’S HEALTH IN 2023
    - Roundtable: DCs serving women’s health
    - Are you juggling debt or mastering it?
    - Results are in! 2023 DC school survey
    - Signis patients are missing sleep
    - Boosting innate vs. adaptive immunity
    - Directory: Massage & Acupuncture

12. SPORTS & YOUTH ATHLETICS
    - The growing musculoskeletal system
    - The rise of n-acetyl-cysteine
    - What are your various patient journeys?
    - Unique injuries benefiting from taping
    - Testing an integrated MKTG campaign
    - Directory: Diagnostics

13. TRENDS TECH
    - Is your data just lying there?
    - Generational marketing strategies
    - Applying acoustic wave therapy
    - New exam and diagnostic tools
    - Directory: Software

14. HERBS & NATURAL MEDICINE
    - For this to work, it needs that
    - Connections of the gut microbiome
    - Conversion rate optimization (CRO)
    - What patients are using for pain
    - Gargano oil goes mainstream
    - This is where CBD goes next.
    - Directory: Herbs & Homeopathy

15. CODING CONFIDENTLY
    - Results are in! Fees & Coding Survey
    - Top 5 errors and how to avoid them
    - Hyper-local marketing and your clinic
    - Which topicals really penetrate skin?
    - Your 1st chiropractic research paper
    - Directory: Marketing

16. CLINIC COMMUNICATIONS
    - How big is your digital footprint?
    - Stay HIPAA with texting, social media
    - How PI DCs make it work (or don’t)
    - Directory: Software

17. TRENDING TECH
    - Is your data just lying there?
    - Generational marketing strategies
    - Applying acoustic wave therapy
    - New exam and diagnostic tools
    - Directory: Software

18. LASER CLINICAL APPLICATIONS
    - Red-light therapy and marketing
    - Joint issues and laser success stories
    - Top vitamin and mineral deficiencies
    - Conducting a digital audit to reveal risks
    - Insurance, cash-only or both?
    - Will your practice survive retirement?
    - Directory: Electrotherapy

19. THE BODY ISSUE
    - New discoveries in building immunity
    - Offering cosmetic therapy benefits
    - Personalized and convenient care trends
    - Natural solutions for muscle cramps
    - Patient care outside of the clinic
    - Directory: Anti-Aging

20. 2024 WINTER BUYERS GUIDE
    - The guide DCs turn to for end of year purchasing decisions. Company profiles and alpha listings. More than 67% of DCs are influenced by advertising in Chiropractic Economics.
    - Directory: Retail

21. CUSTOM CARE
    - DC neurologists leaving MDs behind
    - Locking in the kinetic chain
    - Testing an integrated MKTG campaign
    - Treating anxiety and inflammation
    - Percussion massage benefits
    - Directory: Patient Education