

Using Evidence As A Framework For Success

Program Overview

Chiropractic Australia extends a warm invitation to you to attend our 2019 National Conference "Using Evidence As A Framework For Success" which, for the first time, is being held on Queensland's Gold Coast.

In 2019 all health care providers are expected to understand and practice within an evidence-based framework. For some practitioners, evidence-based practice is just a buzzword that has come into the common language of patient care but does not alter how many practitioners go about their day-to-day practice. For others, it reflects a set of guiding principles for how they care for their patients to ensure patient care is directly influenced by the latest evidence along with patient values, clinical expertise and experience.

For those practitioners who adopt evidence in this way the result is a dynamic situation in practice where all aspects ranging from the language used to engage with patients, to the manual therapy techniques applied and the exercises prescribed are constantly under scrutiny and open to change to achieve the best possible outcome for each patient.

It is a fact that the majority of chiropractors in Australia are involved in solo or small group private practices that operate in an increasingly competitive market along with many other health providers.

Consequently, the question often posed by practitioners is how do I differentiate myself from the pack and offer high-value evidence-based care while at the same time continuing to maintain a viable and thriving practice in this market?

This question established the theme of the conference and highlights the challenge faced by many practitioners. "Using Evidence As A Framework For Success" will give delegates the opportunity to hear from some of the leaders within the profession who will endeavour to answer this question by covering the contextual factors along with subjects such as the gamification of practice, employing technology, collating the evidence to be used in practice, how to market to other health care providers and the advantages and pitfalls of social media, all topics that can assist you to meet the challenge once you are back in your practice the following week.

This conference promises to be an exciting and informative weekend that will help improve the care you provide to your patients. Our Saturday evening cocktail function will give you the opportunity to meet up with old friends or make new ones while our location may entice you to stay a few days longer and enjoy what is likely to be well-deserved rest or recreation.

Chiropractic Australia gratefully acknowledges the support of the following sponsors.

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The Venue

Sofitel Gold Coast Broadbeach is a premium, luxury hotel situated just a leisurely 5-minute walk from the beach and the enticing blue waters of the Pacific Ocean. The hotel's facilities include restaurants, fully equipped gymnasium, tennis court, spa and two pools. The hotel is adjacent to the

light rail service, is surrounded by local restaurants, cafes and bars and is close to Pacific Fair Shopping Centre and The Star Gold Coast. Special conference room rates are available. www.sofitelgoldcoast.com.au

