

## Agenda

### Thursday, June 11 – Spine Integration Track (Paid Conference Upgrade)

*Must be registered for either the Spine Integration Track or the Comprehensive Spine Mastery conference bundle to attend.*

Time	Topic and Details
12:00–4:30pm	<p><b>Spine &amp; Pelvic Nerve Mapping: Palpation + Ultrasound-Guided Treatment</b>  <i>Eric Phillippi, MD, David Wang, DO – Build a full-spectrum approach to nerve-based pain in the spine, pelvis, and head. Learn palpation-guided and ultrasound-guided mapping, hydrodissection, and targeted injections—including cervical plexus work, SPG (“Sweet Nasal”) block, pelvic and abdominal wall nerves, cluneal entrapment sites, and PENG/femoral strategies.</i></p>
5:00–7:00pm	<p><b>Shockwave Integration for Spine Pain, Dysfunction &amp; Degeneration</b>  <i>Terrence Keller, PA-C – A practical, evidence-aligned framework to integrate shockwave as a first-line or adjunct modality for spine care. Identify candidates, apply spine-specific protocols, and combine with ultrasound-guided procedures, rehab, and regenerative treatments to improve mobility, function, and outcomes.</i></p>

### Friday, June 12 – Day One: Spine Injection Core Conference

*Included in every conference bundle.*

Time	Topic and Details
7:30–8:00am	<p><b>Check-In / Welcome Message:</b>  <i>Quick orientation led by Joel Baumgartner, MD. Guidance to gain skills to implement in your clinic immediately.</i></p>
8:00–8:30am	<p><b>Spinal Ultrasound</b>  <i>David Wang, DO – Learn practical ultrasound techniques for spinal imaging, including probe positioning, image optimization, and safe scanning practices. We’ll identify key spinal landmarks and demonstrate how to interpret ultrasound findings to support accurate, point-of-care diagnoses.</i></p>
8:30–9:00am	<p><b>Clinic Operations and Growth</b>  <i>Business Track: Garrett Ewers, CEO of MedFit – Tactical scaling without chaos: team structure, KPIs, patient journey design, offer positioning, and the operational rhythms that keep quality high with rapid growth</i></p>
9:00–10:15am	<p><b>Palpation &amp; Ultrasound-Guided Cervical and Thoracic Procedures</b>  <i>Level 1: Eric Phillippi – Learn the essentials of palpation and ultrasound techniques for accurate cervical and thoracic injections. Lecture &amp; Lab.</i>  <i>Level 2: Joel Baumgartner, MD – Master advanced diagnostic ultrasound techniques for cervical and thoracic spine injections featuring live patient demonstrations. Live Demonstrations &amp; Patient Scanning.</i></p>
10:15–10:45am	<p><b>BREAK+ Vendor Expo + Practice Accelerator Consult Window</b>  <i>Fuel up, explore vendors, and take advantage of free practice/marketing acceleration consults (limited slots).</i></p>
10:45am–12:15pm	<p><b>Live Patient Demo: Ultrasound Scanning &amp; Injection Techniques</b>  <i>Joel Baumgartner, MD – The full workflow in real time: diagnostic ultrasound scanning, pattern confirmation, target prioritization, and ultrasound-guided injection execution—built around efficient, repeatable clinic system.</i></p>
12:15–1:45pm	<p><b>LUNCH + Vendor Expo + Practice Accelerator Consult Window</b></p>
1:45–2:15pm	<p><b>Expert Pearls: Cervical Spine Injection Techniques</b>  <i>Rahul Desai, MD – This session synthesizes advanced tips from cases and literature to sharpen technique and clinical decision-making in complex cervical interventions.</i></p>
2:15–5:30pm	<p><b>Hands-On: Marking, Palpation, &amp; Ultrasound   Cadaver &amp; Model Lab</b>  <i>Level 1 &amp; Level 2 - Hands-on scanning and injection execution with cadaver and model stations—probe mechanics, landmarking, safety, and the clinic-ready workflows.</i></p>
2:45–5:30pm	<p><b>Business Track Roundtables</b>  <i>Marketing, Sales, &amp; Operations discussions (See in-depth topics on next page)</i></p>
5:30–6:00pm	<p><b>Expert Panel / Q&amp;A</b>  <i>Joel Baumgartner, MD   Eric Phillippi, MD   David Wang, DO   Rahul Desai, MD   Garrett Ewers, CEO of MedFit</i></p>
6:00–8:00pm	<p><b>Networking Social &amp; Reception</b>  <i>Connect with faculty, peers, and sponsors in a relaxed setting—collaboration, case talk, and relationships that last.</i></p>

# 2026 SPINE & PELVIS CONFERENCE

June 11-14, 2026

REGENERATIVE  
PROCEDURES INSTITUTE

## Agenda

### Saturday, June 13 – Day Two: Spine Injection Core Conference

*Included in every conference bundle.*

Time	Topic and Details
7:45–8:00am	<b>Morning Welcome / Overview</b> A fast, high-clarity roadmap of the day so you know exactly what's coming and how to maximize learning.
8:00–8:30am	<b>Billing &amp; Coding Nerves</b> <i>Eric Phillippi, MD – The real-world billing playbook: documentation structure, modifier strategy, efficiency pearls, and how to reduce friction while staying compliant—so great care is also sustainable.</i>
9:00–9:30am	<b>Differential Diagnosis of Low Back Pain</b> <i>Joel Baumgartner, MD – Discogenic, Facetogenic, Fascial-Muscular, and Neurologic Pain</i>
9:30–10:00am	<b>BREAK+ Vendor Expo + Practice Accelerator Consult Window</b> Fuel up, explore vendors, and take advantage of free practice/marketing acceleration consults (limited slots).
10:00am–12:00pm	<b>Live Patient Demo: Ultrasound-Guided Injections of the Lumbar Spine And SI Joints</b> <i>Joel Baumgartner, MD – See the full clinical workflow: scanning, diagnosis, prioritizing targets, and executing ultrasound-guided injections with precision—plus the “why” behind each decision point.</i>
12:00–1:30pm	<b>LUNCH + Vendor Expo + Practice Accelerator Consult Window</b> <i>A working lunch designed for connection and momentum—meet sponsors and collaborate with our business team on patient acquisition, retention, and operational flow.</i>
1:30–2:00pm	<b>Expert Pearls: Lumbar &amp; SI Joint Injection Techniques</b> <i>Rahul Desai, MD – Precise techniques and navigation strategies for effective injections in the lumbar and sacroiliac regions.</i>
2:00–5:30pm	<b>Hands-On Ultrasound Cadaver &amp; Model Lab</b> <i>Level 1 &amp; Level 2: - A high-reps lab experience: knee compartments, key pathology recognition, procedural ergonomics, and injection workflows you can run with confidence.</i>
2:30–5:30pm	<b>Business Track Roundtables</b> <i>Marketing, Sales, &amp; Operations discussions (See in-depth topics on next page)</i>
5:30pm onward	<b>Social Time + Vendors</b> <i>Connect with faculty, peers, and sponsors in a relaxed setting—collaboration, case talk, and relationships that last..</i>

### Sunday, June 14 – Intradiscal Spine Mastery Track (Paid Conference Upgrade)

*Must be registered for either the Intradiscal Spine Mastery Track or the Comprehensive Spine Mastery conference bundle to attend.*

Time	Topic and Details
8:00am–1pm	<b>Advanced Intradiscal Procedures: Evidence-Driven Techniques for Discogenic Pain</b> <i>Rahul Desai, MD – A stepwise pathway for intradiscal therapies: patient selection, safety, imaging-guided technique, biologic injectates, and workflow integration within a comprehensive spine model. Designed to elevate confidence and outcomes in discogenic pain care.</i>

## Business Track Topics

This free Business Track is tailor-made for practice managers and front-office leaders. Gain actionable insights on marketing strategies, sales optimization, and clinic operations to drive better patient acquisition, retention, and overall performance.

### Friday, June 12: 2:45–5:30PM

Marketing 2:45–3:40PM	<p><b>Content as a Revenue Engine: Feeding the Funnel Through Multi-Channel Content</b></p> <p>Learn how to architect content that serves multiple stages of the buyer journey—from awareness to re-engagement. We'll map channels to funnel stages, show how to repurpose assets for email, social, webinars, and sales enablement, and outline a repeatable content drip program that accelerates pipeline velocity. This session sets the stage for an AI-driven rethinking of discovery and conversion, with practical playbooks you can implement next quarter.</p>
Marketing 3:40–4:35PM	<p><b>AI-First Search: Content That Ranks, Feeds, and Satisfies</b></p> <p>Discover how AI changes what "good content" means for search engines today. We'll cover practical tactics for content architecture, metadata, and on-page signals that align with AI-driven ranking and understanding, plus how to assess quality, intent accuracy, and user satisfaction at scale. Bring your questions on how to adapt content workflows for faster, more resilient discovery.</p>
Sales 4:35–5:30PM	<p><b>Close for Growth: Techniques to Increase Conversion Rates and Upsell to Patients</b></p> <p>A hands-on playbook for turning leads into paying patients at a higher rate and with larger commitments. We'll cover high-impact discovery approaches, value-driven messaging, and objection-resistance techniques that resonate with patient buyers. Learn multi-step closing cadences, up-sell/cross-sell opportunities within care plans, and how to secure durable commitments while preserving trust. Includes ready-to-use scripts, objection rebuttals, and field-tested checklists you can deploy next quarter.</p>

### Saturday, June 13: 2:30–5:30PM

Marketing 2:30–3:30PM	<p><b>The CRM-Driven Patient Engine: From Creation to Conversion at Scale</b></p> <p>Explore how a modern CRM becomes the backbone of content strategy—informing creation, guiding distribution, and fueling a data-driven pipeline. We'll show how to map content to lifecycle stages, define quality signals, and deploy automated yet personalized drip campaigns for unconverted leads. Attendees will leave with a blueprint to align editorial, tech, and sales enablement around a CRM-centric content operation that scales into an AI-enabled future.</p>
Sales 3:30–4:30PM	<p><b>From Offer Design to Revenue: High-Ticket Packages for Patient Growth</b></p> <p>Explore how to design, package, and position premium offerings that appeal to patients seeking comprehensive care. We'll cover cross-functional collaboration (marketing, sales, operations), multi-channel launch playbooks, and lifecycle management for memberships. Includes a practical toolkit with pricing models, onboarding plans, and performance dashboards.</p>
Operations 4:30–5:30PM	<p><b>From First Contact to Follow-Up: Coordinating Clinical Ops for Exceptional Patient Care</b></p> <p>Learn how cross-functional coordination between front desk, care teams, and operations drives a seamless patient journey. We'll map touchpoints, reduce wait times, optimize care pathways, and implement patient-centric communication protocols. Real-world case studies and a practical toolkit will help teams deliver smoother experiences for both new and existing patients.</p>