

The Pettibon System™

Proven spine and posture correction

Learn Anytime, Anywhere!

By Carol L. Remz, Ph.D.

Now that our Online Learning Center is fully operational, we can advance your ability to deliver spine and posture correction with anytime, anywhere learning opportunities.

While we're not the first organization to offer chiropractors online learning, we know it's still a novelty. Not everyone easily ventures into exploring unknown territory. So what follows are some of the ways we've made the journey into cyberspace a rich and powerful experience!

A Building Block Approach

When I came onboard in January 2004, my first task was to survey Pettibon practitioners. I had questions covering a number of areas. From my perspective, two of the most important questions I asked were:

- What's the primary reason for your decision to learn and implement The Pettibon System?
- What do you believe is the major obstacle to learning The Pettibon System?

The almost unanimous answer to the first question was, "Wanting to get predictable results."

The predominant answer to the second question was, "The Pettibon System is so different from conventional chiropractic."

In the learning process, as we delve into what's new, we try and make sense of it in terms of what we already know. That's difficult when the new knowledge and skills are very different. And if the new know-how contradicts our current beliefs and methods, we can feel very threatened. So how did we structure the online courses to get through defensive barriers to change?

The online courses take a building block approach in presenting content. *Fundamentals* focuses on 'the what' and 'why' of The Pettibon System. The foundational science is thoroughly covered and then we show you the link between the science and its application as protocols, instruments, rehabilitation equipment and exercises, and home care. We let the logic of The Pettibon System guide you through the maze of uncertainty.

In *X-ray Procedures* and *Clinic Protocols & Home Care*, we move on to 'the how.'

An Integration of High Tech & High Touch

Our courses have a bookmark feature, electronic index, and a calendar that tracks the days you're online and how many days you have left to complete a course. You can print copies of reference materials, practice activities, and the glossary so you have the resources to review and reinforce your learning. And best of all there are instructional audio clips and videos of 'real'

Newsletter

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From Sharon Freese-Pettibon,
President of Pettibon System, Inc.

The Dates For The Weekend Courses Have Changed

Be sure and check out the new schedule! We made the change because we have removed any prerequisites for attending *Business Procedures & Practice Expansion*. Last year, enrollment followed completion of the core curriculum. Because one of the content areas is decompression therapy, we had doctors wanting to attend who had not yet taken a course on The Pettibon System. We discovered that a class mixed with experienced Pettibon practitioners and doctors 'testing the water' resulted in a powerful introduction to the benefits of learning The Pettibon System. In addition to opening enrollment, we also reduced the cost from \$425 to \$195.

Special Inaugural Pricing For The Online Courses!

Did you know that most people regret *inactions* more than *actions*? That's what Harvard psychologist Daniel Gilbert explains in his book, *Stumbling on Happiness*. According to Gilbert, "...people of every age and in every walk of life seem to regret *not* having done things much more than they regret things they *did*."

The Pettibon Institute doesn't want you to regret *not* learning The Pettibon System and manifesting life-changing benefits for you and your patients! So in celebration of the Online Learning Center's completion and its three core curriculum courses, deeply discounted prices are being offered.

Fundamentals

(Time to Complete is 15 days)

Regular price: \$195

Special price: **\$49** until April 30

The Pettibon System™

Proven spine and posture correction

Pettibon practitioners with 'real' patients in 'real' clinics.

\$99 May 1-Sept. 1

A Mindset and Operational Infrastructure That Support Change

One of our core values is a commitment to advancement through innovation. 'Innovation' goes hand-in-hand with change, so the way we have packaged and presented content and the systems for its delivery and administration enable us to quickly add updates, make enhancements, correct mistakes, and fix problems. And we have already made one big change.

When we first launched *Fundamentals* in December, we set the time to complete the course for 30 days. Many doctors told us that they found the material so interesting and motivating that they finished it in less than two weeks. So, we decided to cut the course time and the *course price* by half.

A 'Near' Future Enhancement

So what's missing from our online courses that keeps them from being almost perfect? An instructor! We have plans to remedy that with web meetings where you can join other online learners and ask the instructor questions.

Now are you ready for the online learning adventure? Don't procrastinate - take advantage of our special inaugural pricing.

X-ray Procedures

(Time to Complete is 30 days)

Regular price: \$395

Special price: **\$295** until Sept. 1

Clinic Protocols & Home Care

(Time to Complete is 30 days)

Regular price: \$395

Special price: **\$295** until Sept. 1

To paraphrase Don Corleone from the movie, *The Godfather*: We just made you an offer you can't refuse !

[Click Here to Register!](#)

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