

## PARTNER WITH CTA & REAP THE REWARDS

The CTA Program helps chiropractic organizations provide a low-cost, clinical CA training option to benefit doctors, meet national and state certification needs, generate new revenue and raise the level of staff knowledge and professionalism.

## LET US DO ALL THE WORK

We provide marketing tools, such as email and flyer templates customized to your organization for seamless implementation into your existing marketing efforts. In return, we share the proceeds of all orders generated by your organization as a way to GIVE BACK to chiropractic!



Looking for a way  
to support your  
DCs and CAs?

**WE CAN HELP!**



Visit [www.ctaprogram.com](http://www.ctaprogram.com) to learn more about becoming a **CTA Marketing Partner** and view an informational video of the program.

## BENEFITS FOR INDIVIDUALS AND ORGANIZATIONS

This outstanding program is a great value at the low cost of \$299.00 to all individuals. Marketing Partners receive \$65.00 of generated proceeds in return for promoting the program. To further benefit chiropractic, CTA donates an additional \$5.00 to COCSA for those who are members. (Customized agreements available.)



## Chiropractic Therapy Assistant Program



[WWW.CTAPROGRAM.COM](http://WWW.CTAPROGRAM.COM)

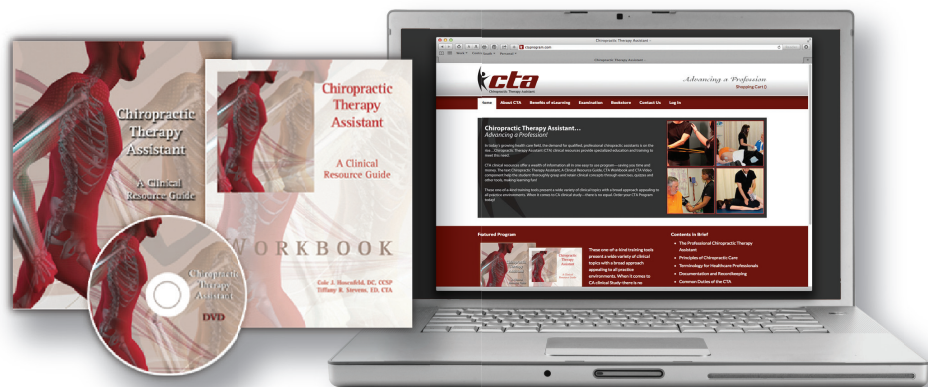
## CONTACT US TO LEARN MORE

Call 1 (888) 676-2282 toll free or email us [info@ctaprogram.com](mailto:info@ctaprogram.com)



**BECOME A CTA MARKETING PARTNER  
& START REAPING THE BENEFITS!**

**CA EDUCATION.  
HIGH QUALITY.  
LOW COST.**



## ONLINE | CORRESPONDENCE | HYBRID

### 3 CONVENIENT LEARNING FORMATS

The Chiropractic Therapy Assistant Program offers a wealth of information all in one easy to use course—saving you time and money. The program, which is available in 3 convenient learning formats, combines the nationally recognized text, Chiropractic Therapy Assistant: A Clinical Resource Guide, with the companion workbook and videos to provide a comprehensive training curriculum. Together, they help the assistant thoroughly grasp and retain each clinical concept through reading comprehension, expanded discussion, exercises and quizzes, making learning fun!

## CTA PROGRAM OVERVIEW

The CTA Program covers, but is not limited to the following subjects:

The Professional Chiropractic Therapy Assistant

Principles of Chiropractic Care

Terminology for Healthcare Professionals

Documentation and Recordkeeping

Common Duties of the CTA

Anatomy and Physiology

Treatment Principles and Procedures

Spinal Rehabilitation Fundamentals

Professional Boundaries and Ethics

Emergency Procedures

**Q. What is a CTA?  
We don't use that title in our organization.**

**A.** No matter what title you use for a clinical chiropractic assistant – this is YOUR educational resource! The demand for qualified, professional, clinical chiropractic assistants is on the rise. The Chiropractic Therapy Assistant (CTA) program provides specialized education and training to meet this need.

**Q. There are other clinical CA training courses out there. Why should we use the CTA Program?**

**A.** Our program is time-tested. We've been supporting the chiropractic paraprofessional with high-quality training since 1999. Compared to other courses, the CTA Program is THE BEST VALUE! It is the most competitively priced program of its kind and provides 50 hours of comprehensive training for an individual practice or as required by your state. This program not only meets, but exceeds the FCLB's national CCCA educational hour requirement.

**Q. Can the CTA Program be used in a variety of learning environments?**

**A.** Yes, the program is available in online only, correspondence and hybrid learning formats providing a consistent curriculum to all types of learners and works within any chiropractic practice setting.

**Q. What's in it for my chiropractic organization?**

**A.** Your organization can instantly become a provider of a high-quality, clinical CA training program and you pay NO start-up fees, you lose NO staff time in program or marketing development and you GAIN a consistent revenue source as a Marketing Partner while supporting the chiropractic paraprofessional.

**Q. If our organization promotes CTA, can you provide a seamless portal for us that allows our doctors and staff to know that we are providing the benefit?**

**A.** We wouldn't have it any other way! All of our ready-to-use marketing tools are easily customized to allow for your organization's logo and information, plus your custom link to the online portal will direct DCs and CAs to your personalized order page where you can add organization-specific information. We understand the challenges of sustaining a chiropractic organization and we want to be sure you receive credit for providing this benefit!

**Q. Our state doesn't require CA training or certification. Why would our DCs and CAs need this program?**

**A.** All chiropractic practices want improved patient retention and career-minded CAs who have the knowledge and training to truly act as an extension of the DC and be a long-term team member. In over a decade of providing clinical CA training, we have seen just this in those who utilize the CTA Program! Not only do our CTAs perform at a higher level of expertise and professionalism, but our DCs remark about the positive impact on patient retention and staff retention!

## EDUCATE. ELEVATE. RETAIN.

