

THE 2020 CONCIERGE MEDICINE FORUM

November 12-14, 2020 | Six (6) Weeks of On Demand Access | 50+ Speakers | Up to 6.25 CMEs Avail.

REGISTER AT www.Members.FORDOCTORSFORUM.org

Day One Schedule | MM 101 Workshop | General Sessions

November 12, 2020 | 9am-5:15pm EDT | Up to 6.25 CMEs Available

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Medical Association of Georgia through the joint providership of Southern Alliance for Physician Specialties CME and Concierge Medicine Today. The Southern Alliance for Physician Specialties CME is accredited by the Medical Association of Georgia to provide continuing medical education for physicians. The Southern Alliance for Physician Specialties CME designates this live activity for a maximum of 6.25 AMA PRA Category 1 Credits™. Physicians. The Entire Course Will Be Made Available On-Demand One Week After The LIVE, Virtual Workshop Concludes and Be Available For Paid Registrants to Watch and Learn Until December 31st, 2020. CMEs for the Replay/Recorded/Not Live Version are not eligible for CMEs credits. CME credits are ONLY available to those who attended the LIVE Session(s).

- **8:30-9AM EDT | [Watch Here ...](#)**
Virtual Check-In & LIVE Chat Networking Social Event
 - Attendees Can Ask Questions About the Day/Network With Each Other Until MM101 Workshop Begins
 - [Go to All Day Live Chat With Other Attendees \(Live Chat Opens 8:30am - 5:15pm EDT, Nov 12, 2020\)](#)
- **9:00-9:05AM EDT | [Watch Here ...](#)**
Welcome and Kickoff | WELCOMING REMARKS & Introduction & Announcements/Disclosures of Course & Instructors & Moderator/Host Questions For/From The Audience
 - Overview of Types of Models, Trends, and Current Marketplace Landscape: What Works for You?
 - Michael Tetreault, Editor-In-Chief, Concierge Medicine Today
- **9:50-10:35AM EDT | [Watch Here ...](#)**
COMMUNICATING to PATIENT'S, CHALLENGES, OPERATIONS & STAFF: Talking To Your Patients
 - Julie Robinson, CEO of Cypress Membership Medicine
 - [Go to All Day Live Chat With Other Attendees/Speakers ...](#)
- **10:35-10:40AM EDT | [Watch Here ...](#)**
 - [BREAK; Networking With Other Attendees/Live Chat](#)
 - [Go to All Day Live Chat With Other Attendees/Speakers ...](#)
- **10:40-11:35AM EDT | [Watch Here ...](#)**
Concierge Medicine: is it right for you, your patients and your market?
 - Terry Bauer, CEO of Specialdocs Consultants
 - [Go to All Day Live Chat With Other Attendees/Speakers ...](#)
- **11:35-11:40AM EDT**
 - [BREAK; Networking With Other Attendees/Live Chat](#)
 - [Go to All Day Live Chat With Other Attendees/Speakers ...](#)
- **11:40-12:25PM EDT | [Watch Here ...](#)**
 - [Legal Side of Concierge Medicine: Legal & Compliance Updates](#)
 - By Jim Eischen, Esq., Founder, Eischen Law Offices & Course Instructor/Founder, Lofty Learning
- **12:25-12:50PM EDT**
 - [BREAK; Networking With Other Attendees/Live Chat](#)
 - [Go to All Day Live Chat With Other Attendees/Speakers ...](#)
- **12:50-1:35PM EDT | [Watch Here ...](#)**
 - Factors and Considerations To Determining Your Pricing Model
 - By Jeremy Singer, Legal, MDVIP
 - [Go to All Day Live Chat With Other Attendees/Speakers ...](#)
- **1:35-1:45PM EDT**
 - [BREAK; Networking With Other Attendees/Live Chat](#)
 - [Go to All Day Live Chat With Other Attendees/Speakers ...](#)
- **1:45-2:30PM EDT | [Watch Here ...](#)**
 - [Refining Your Unique Value Proposition: Retaining Your Patients/Demonstrating Value to Your Patients/Community](#)
 - [Dr. Dean McElwain, Co-Founder, President & COO, Castle Connolly Private Health Partners \(CCPHP\)](#)
 - [Go to All Day Live Chat With Other Attendees/Speakers ...](#)
- **2:30-2:40PM EDT**
 - [BREAK; Networking With Other Attendees/Live Chat](#)
 - [Go to All Day Live Chat With Other Attendees/Speaker ...](#)
- **2:40-3:40PM EDT | [Watch Here ...](#)**
 - [Panel Q/A: Three Model Explanations and Physician Perspectives Panel & Q/A on Membership Medicine Models In Real-Time and Building Revenue Beyond the Subscription](#)
 - Moderated By the Host, This Session Will Be A 2-5 Person, Physician Panel Providing Varying Perspectives/Overview
- **3:40-4pm EDT**
 - [BREAK; Networking With Other Attendees/Live Chat](#)
 - [Go to All Day Live Chat With Other Attendees/Speakers ...](#)
- **4:00-4:45PM EDT | [Watch Here ...](#)**
 - [Professional Burnout and Legal Setting: Getting A Better Handle On Work Stress With Wellness & Why Private & Concierge Medicine Models Are One Solution](#)
 - By Jim Eischen, Esq., Founder, Eischen Law Offices & Course Instructor/Founder, Lofty Learning
- **4:45PM -5PM EDT | [Watch Here ...](#)**
 - CLOSING REMARKS & Q/A
 - BY Michael Tetreault, Editor-In-Chief, Concierge Medicine Today
 - [Go to All Day Live Chat With Other Attendees/Speakers ...](#)
- **5PM -5:15PM EDT**
 - [CLOSING BREAK; Networking With Other Attendees/Live Chat](#)
 - [Go to All Day Live Chat With Other Attendees/Speakers ...](#)

Note: The Live Chat Closes at [5:15pm EDT](#)

THE 2020 CONCIERGE MEDICINE FORUM Schedule (Con't)

November 12-14, 2020 | Six (6) Weeks of On Demand Access | 50+ Speakers | Up to 6.25 CMEs Avail.

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Day Two Schedule | General Sessions & Featured Breakouts

November 13, 2020 | 10:30am-5:15pm EDT | Our 2020-2021 Theme: "Creating a Culture of Collaboration In Medicine"

KEY CMT-CMF 2020 THEME TAKEAWAYS:

- Collaboration is essential to progress. An medical practice is a business ... and it will never hit on all cylinders if there is not an practice-wide commitment to collaboration with Patients, your staff and outside collaborators.
- The central question that leads us to collaboration in this 2020 CMF Event is start asking your Patients, your staff, your colleagues: *"What can I do to help?"*

QUESTIONS FOR REFLECTION OR TEAM DISCUSSION IN YOUR PRACTICE:

1. Where in your medical practice or organization is there a need for margin? Where in your personal life is there a need for margin? Are you maintaining a sustainable pace? What are some steps you can take toward creating the needed margin?
2. If you are honest with yourself, do you have an ego that needs to be confronted? If so, look to those around you and ask them, "What can I do to help?"

THE FRIDAY LIVE CHAT "Exhibit Hall", Group Chats and Live Chats Are NOW OPEN!

WHEN: Friday, November 13, 2020

Live Chat Opens: 10am EDT

Ends/Closes: 5:15pm EDT

- LIVE CHAT Inside Our [Exhibit Hall Now OPEN ...](#)
- LOBBY/Networking Area
[Click Here to Visit Live Chat With Your Colleagues, Sponsors & Speakers ...](#)

Friday Morning | 10:30AM EDT-11AM EDT

KICKOFF of CMF 2020 Virtual Conference Begins!

Friday, November 13, 2020

10:30am-11am EDT | [WATCH HERE ...](#)

- Overview of Conference,
What To Expect & How To Watch!

FRIDAY, NOVEMBER 13, 2020

11am-12pm EDT | [WATCH HERE ...](#)

CMT CMF 2020-2021 Keynote Address By

Dr. Laura Gallaher, CEO, [Gallaher Edge](#)

Evolve Your Culture, Evolve Your Practice:

Increase Your Capacity to Adapt

About Our CMT CMF 2020-2021 Keynote Speaker

Laura is an Organizational Psychologist, Speaker, Facilitator, and Executive Coach. She is the founder and CEO of [Gallaher Edge](#)

[Dr. Laura Gallaher](#) has worked in the field of professional and personal development since 2005. Laura is an Organizational Psychologist, Speaker, Facilitator, and Executive Coach. She is the founder and CEO of Gallaher Edge, which she started in 2013 and rebranded in 2018. Her noteworthy career began after the Space Shuttle Columbia exploded upon re-entry in 2003, killing everybody aboard. Following the tragedy, NASA hired Laura and a team of organizational psychologists to change the cultural influences that were deemed to play a role in the accident. She worked for 8 years to positively influence culture, develop leadership capacity, and improve organizational performance at Kennedy Space Center. Laura was also hired to help manage the change associated with radical changes in the performance management process and philosophy at Walt Disney Parks & Resorts.



Friday Afternoon "Lunch Break" |

Virtual Live Chats & Live Chat With Exhibitors Hall Open

12pm-1pm EDT | Even Though Our Speakers Are Taking A Lunch Break, Our Exhibit Hall, LIVE CHATS, GROUP CHATS, BOOKSTORE and COMMUNITY IS OPEN TO NETWORK ...

- LIVE CHAT Inside Our [Exhibit Hall Now OPEN ...](#)
- LOBBY/Networking Area - [Click Here to Visit Live Chat With Your Colleagues, Sponsors & Speakers ...](#)

Friday Afternoon General Sessions, Live

1pm-2pm EDT | [WATCH HERE ...](#)

TeleHealth in the Concierge Practice – Application and Legal Considerations



[Michele Person Madison](#) is a Partner in the Healthcare Practice, where she provides general legal advice to health systems in various regulatory and business matters. Ms. Madison is highly experienced in managing legal issues arising in hospitals, physician offices or integrated health systems including employment, investigations, risk management assessment and corporation management, and she provides legal education for health systems' medical staff, management team and employees in these areas. She often facilitates and manages implementation of compliance plans for HIPAA privacy and security regulations, drafts and completes Certificate of Need applications and facilitates regulatory compliance, and provides oversight and guidance regarding medical staff governance and credentialing issues.

Get Connected With Michele Madison:

<https://www.mmmlaw.com/people/michele-madison/>

Friday Afternoon "Featured" Breakout Sessions

2pm-3pm EDT | [WATCH HERE ...](#)

- **Featured Breakout #1 –**
Cutting Through the Fog: What A Medical Practice Will Look Like For the Trad. FFS Physician and the Concierge Physician For the Foreseeable Future ~By Terry Bauer, Specialdocs, CEO
[WATCH HERE ...](#)
- **Featured Breakout #2 -**
Multi-Cancer Early Detection | GRAIL
By Sarah Mosely, PhD | [WATCH HERE ...](#)
- **Featured Breakout #3 -**
Authentically Connecting With Your Patients Via Telemedicine
By Rebecca Johnson Osei, PsyD, ABPP
[WATCH HERE ...](#)

Friday Afternoon Digital Vault Now Available! | 2pm EDT

Friday Afternoon "Featured" Breakout Sessions

3pm-4pm EDT | [WATCH HERE ...](#)

- **Featured Breakout #1 –**
Aiming For A New Standard In Coronary Artery Disease
~By Dr. James K. Min, Cleerly Health, CEO
[WATCH HERE ...](#)
- **Featured Breakout #2 -**
Cyber-Security and Your Practice: What You Need to Know.
By Kurt Suhs, CEO, Concierge Cyber Special Ops
[WATCH HERE ...](#)
- **Featured Breakout #3 -**
Financial Planning Considerations For Doctors
By Chris Staples, CFP®, AIF® - Principal Owner, Wealth 360
[WATCH HERE ...](#)

Friday Afternoon General Sessions, Live

4pm-5pm EDT | [WATCH HERE ...](#)

Speakers Include:

- Dr. Laura & Dr. Mark Beaty
- Dr. Uday Jani
- Moderator, Michael Tetreault, Editor



For most Doctors, social media a spotlight on the person or the practice. It lacks the "Social" in Social Media. In this one-hour LIVE Webinar we'll look at how two medical practices are being "social" on social media and unpack three strategies that YOU can put into practice right away that will make a local impact in your community.

Friday Afternoon "Closing" General Session

5pm-5:15pm EDT | [WATCH HERE ...](#)

What happens next? In this closing session we'll recap what we've covered today, emphasize our theme which is "Creating a Culture of Collaboration" and how and what it means for you and your practice tomorrow.

Friday Afternoon Chat Rooms Close

5:15pm EDT | But You Can Still Continue Networking If You'd Like!

- LIVE CHAT Inside Our [Exhibit Hall Now OPEN ...](#)
- **LOBBY/Networking Area - [Click Here to Visit Live Chat With Your Colleagues, Sponsors & Speakers ...](#)**

Day Three Schedule

November 14, 2020 | 10:15am-5:15pm EDT |

Theme: "Creating a Culture of Collaboration In Medicine"

Saturday Morning

Saturday, November 14, 2020

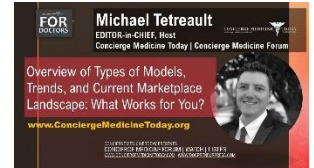
**THE SATURDAY LIVE CHAT "Exhibit Hall",
Group Chats and Live Chats Are OPEN at 10am EDT!**

- LIVE CHAT Inside Our [Exhibit Hall Now OPEN ...](#)
- **LOBBY/Networking Area - [Click Here to Visit Live Chat With Your Colleagues, Sponsors & Speakers ...](#)**

Saturday Morning General Session

10:15am-11am EDT | [WATCH HERE ...](#)

Speaker: Michael Tetreault, Editor-in-Chief, Concierge Medicine Today



Saturday Morning General Sessions & Featured Breakouts

11am-12pm EDT | [WATCH HERE ...](#)

Speaker: Bojana Jankovic Weatherly, MD [FACP](#) MSc

Dr. Bojana (Boy+ana) Jankovic Weatherly is an award-winning physician, double board-certified in internal and integrative medicine. After completing an internal medicine residency, she did a fellowship in integrative medicine, trained in functional medicine, nutrition, and mindfulness. Her approach is rooted in evidence-based medicine that is personalized to each individual she works with. She partners with her patients to discover and address the root causes of their conditions and develops individualized plans to support and empower each unique individual to achieve her or his health goals. As part of her mission to deliver accessible, evidence-based health and wellness information, she created this website, featuring her videos, articles, and recipes.



Saturday Afternoon Lunch Break

12pm-1pm EDT

- LIVE CHAT Inside Our [Exhibit Hall Now OPEN ...](#)
- **LOBBY/Networking Area - [Click Here to Visit Live Chat With Your Colleagues, Sponsors & Speakers ...](#)**



Saturday Afternoon General Session
1pm-2pm EDT | [WATCH HERE ...](#)

Jim Eischen, Esq.

Mr. Eischen was previously the head of a healthcare regulatory transaction group at a respected national law firm's Irvine office, and prior to that, a member of the corporate, healthcare and real estate departments of a prominent San Diego law firm. In 2018 Mr. Eischen re-wrote the California Medical Association (CMA) physician legal desk book chapter on private direct medicine compliance and was asked to speak at a CMA conference for general counsel of various US state medical boards/societies on private medicine compliance. <https://www.eischenlawoffice.com/>



In February 2019 Mr. Eischen resumed his high-end boutique business planning law practice in San Diego to achieve the flexibility that self-employment affords. In April of 2019 Mr. Eischen then launched an online learning platform (www.loftylearning.com) with the intent of creating a new learning channel that more broadly supports his interests in creative health/wellness solutions. The platform currently curates a webinar library of Mr. Eischen's presentations and thought-leader interviews relating to US private direct medicine compliance education.

Mr. Eischen remains active in promoting mental and emotional health with webinars and live presentations aimed at helping to avoid or better manage professional burnout, and continues to tirelessly support US healthcare and wellness innovations.

Having grown up and lived in San Diego for nearly all of his life, Mr. Eischen is actively involved in the local community. He is the founding attorney coach and continues to coach for the Academy of Our Lady of Peace (OLP) high school mock trial team. He is a volunteer assistant coach for the OLP and St. Augustine high school surf team. As a professional and volunteer musician in the San Diego area for many years, he currently enjoys playing bass guitar for an original San Clemente based alt-indie rock band "Home is West" with an album released April 2019. Mr. Eischen remains an avid surfer, stand-up paddler, boater, and bicycle enthusiast.

Saturday Afternoon "Featured" Breakouts | 2pm-3pm EDT

- **Featured Breakout #1 - [WATCH HERE ...](#)**
What Is A Peptide?
By Dr. Suzanne Turner
- **Featured Breakout #2 - [WATCH HERE ...](#)**
For Doctors, Enhancing Your Public Image
(In Front of the Web Camera When Interacting With Patients)
By Nadia Bilchik
- **Featured Breakout #3 - [WATCH HERE ...](#)**
Performance of A Multi-Cancer Early Detection Test
GRAIL | By Sarah Mosely, PhD

Saturday Afternoon Digital Vault Now Available! 2pm EDT

Saturday Afternoon "Featured" Breakouts | 3pm-4pm EDT

- **Featured Breakout #1 - [WATCH HERE ...](#)**
Top 10 Questions to Ask Mr. HSA
By Roy Ramthun
- **Featured Breakout #2 - [WATCH HERE ...](#)**
Restoring the Balance: A Physician's Guide to the New World Ahead of Us
| ~ By Dr. Uday Jani
- **Featured Breakout #3 - [WATCH HERE ...](#)**
Academic Medical Center Concierge Medicine: Q/As
By Dr. Lorri Ayers & Dr. Steven Avallone



Saturday Afternoon General Session
4pm-5pm EDT | [WATCH HERE ...](#)

Jo Bhakdi is the founder and CEO of Quantgene. His work in machine learning, sequencing technology, and DNA extraction procedures defines the cutting edge of genomic diagnostics, early disease detection, and precision medicine. Prior to Quantgene, Jo founded i2X, an investment framework that composes low-risk Venture Capital portfolios across large numbers of technology startups. The i2X platform laid important foundations for advanced analytics in both financial and biotechnology applications, such as the Quantgene machine learning platform.



LEARN MORE, visit: <https://www.quantgene.com/>

Bhakdi holds a Masters in Economics and Psychology from Tubingen University, one of Germany's leading academic institutions, with a focus on financial theory and statistics. He kicked off his career at WPP and Omnicom, where he held Strategy and Executive Director positions. Beyond his focus on technology and the future of medicine, Bhakdi is dedicated to bringing together the best and brightest and transforming them into pioneers, pushing the boundaries of health, life, and innovation for all.

Saturday Afternoon "Closing" General Session
5pm-5:15pm EDT | [WATCH HERE ...](#)

What happens next? In this closing session we'll recap what we've covered today, emphasize our theme which is "Creating a Culture of Collaboration" and how and what it means for you and your practice tomorrow.

Saturday Afternoon Chat Rooms Close
5:15pm EDT | **But You Can Still Continue Networking If You'd Like!**

- LIVE CHAT Inside Our [Exhibit Hall Now OPEN ...](#)
- **LOBBY/Networking Area - [Click Here to Visit Live Chat With Your Colleagues, Sponsors & Speakers ...](#)**

PLUS, Access CMTs New Digital Vault With Exclusive Access to New Interview/Releases!
Exclusive Recording Sessions & Breakouts Released By CMT | Nov 12-14, 2020 | Six Weeks of On Demand Playback!

Day One | Exclusive CMT Digital Vault Breakout Recordings Released!

November 12, 2020 | 2pm EDT | Each Day We Will Release Exclusive On Demand Breakout/Speaker Sessions From Within Our Digital Vault.

- [Empowering Patients to Optimize Health Before Surgery \(Part 1\)](#)
- [Top Ten HSA Questions to Ask Mr. HSA \(Part 1\)](#)
- [Group Concierge Medicine: How Does It Work \(Part 1\)](#)
- [For Doctors, What Is It Like To Be On The Other Side of YOU? \(Part 1\)](#)
- [A PA-C., MEd Direct Primary Care Success Story](#)
- [Effective Recruitment & Succession Planning Strategies \(Part 1\)](#)
- [Manage Your Practice Easily and Effectively \(Free Cloud-Based EMR Demo by MedChartz\)](#)
- [10 Operational & Market Update Questions With Jim Eischen, Esq.](#)
- [Academic Medical Center Concierge Medicine: Build It Right](#)
- [Insights Into the Future of Health Coaching](#)

REGISTER TO ATTEND: www.Members.ForDoctorsForum.org OR <https://www.eventbrite.com/e/2020-concierge-medicine-forum-virtual-conference-registration-120233735339>

Day Two | Exclusive CMT Digital Vault Breakout Recordings Released!

November 13, 2020 | 2pm EDT | Each Day We Will Release Exclusive On Demand Breakout/Speaker Sessions From Within Our Digital Vault.

- [Bond: The 4 Cornerstones of a Lasting and Caring Relationship with Your Doctor With Top Doctor in Concierge Medicine, Dr. Ken Redcross](#)
- [IV Nutrition Programs and the Growing Trend of IV Drip Bars: Adding IV Hydration & Nutrition to Your Clinic](#)
- [Empowering Patients to Optimize Health Before Surgery \(Part 2\)](#)
- [Two Unique Perspectives on Academic Concierge Medical Center Programs: How, Why & Other FAQs](#)
- [My First Year Journey, Concierge Connected Care](#)
- [Tips For Doctors & Parents: Helping Children & Parents With Virtual Learning Success \(Part 1\)](#)
- [Lifestyle Medicine In A Concierge Practice](#)
- [How the Younger Generation of Patients Is Approaching Healthcare Using Telemedicine, Apps and Tech. \(Gen Y, Gen Z and Millennials\)](#)
- [How EMRs Can Be Designed To Meet The Needs of the Modern Concierge Physician \(Free Cloud-Based EMR Demo by MedChartz\)](#)
- [Top Ten HSA Questions to Ask Mr. HSA \(Part 2\)](#)
- [Humanizing the WHY In Medicine \(from a Concierge Physician in London, England U.K.\)](#)
- [Concierge Prenatal Care Delivered To You](#)
- [Effective Recruitment & Succession Planning Strategies \(Part 2\)](#)
- [Lessons Learned, Challenges & Physician-Career Satisfaction Years Later ... \(Part 1\)](#)
- [Are You At Risk? Cyber Security and The Doctor's Office \(Part 2\)](#)
- [Helping Physicians Better Understand How to Talk to Employers](#)
- [Interior Design: Traditional Vs. World Class Ways to Change Your Practice](#)
- [Group Concierge Medicine: How Does It Work \(Part 2\)](#)
- [Early Detection, Better Prevention & More Effective Cures For All Disease Q/A](#)
- [For Doctors, What Is It Like To Be On The Other Side of YOU? \(Part 2\)](#)
- [Mentoring Practitioners and Their Teams to Build a Highly Successful Practice \(Part 1\)](#)

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Day Three | Exclusive CMT Digital Vault Breakout Recordings Released!

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- [Applying Artificial Intelligence to Your Heart \(Part 2\)](#)
- [Creating a Culture of Adaptability With Phillip Meade, Ph.D.](#)
- [Regenerative Medicine For Arthritis: The Science and the Myths](#)
- [Concierge Prenatal Care Delivered to You \(Part 2\)](#)
- [Effective Recruitment & Succession Planning Strategies \(Part 3\)](#)
- [Mentoring Practitioners and Their Teams to Build a Highly Successful Practice \(Part 2\)](#)
- [Connected Care & Our Doctor: How Physician's Can Play A Unique Role In The Future of Telehealth With Their YOUNGER Patients.](#)
- [For Doctors, Enhancing Your Public Image: In Front of the Web Camera When Interacting With Patients \(Part 2\)](#)
- [Group Concierge Medicine: How Does It Work \(Part 3\)](#)
- [Cutting Through the Fog: What A Medial Practice Will Look Like For the Trad. FFS Physician and the Concierge Physician For the Foreseeable Future \(Part 2\)](#)
- [Evaluating Clinical Decision Support tools for Genomic Care In Your Practice](#)
- [How to WOW Your Patients With Interior Design](#)
- [Pharmacy Reimagined](#)
- [Patient Choice Is the Cornerstone of Our Mission ... Meet Uber-Doc](#)
- [For Doctors, What Is It Like To Be On The Other Side of YOU? \(Part 3\)](#)
- [Lessons Learned, Challenges & Physician-Career Satisfaction Years Later ... \(Part 2\)](#)
- [Empowering Patients to Optimize Health Before Surgery \(Part 3\)](#)
- [The Concierge Physician Lifecycle: From Exhaustion to Exhilaration to Exit](#)
- [Tips For Doctors & Parents: Helping Children & Parents With Virtual Learning Success \(Part 2\)](#)

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