

Dr. Christine George., DC

Chiropractor & Wellness Expert | Leader in Patient-Centered Care & Creative Wellness Solutions

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### **Professional Summary**

Dynamic and results-driven chiropractor and certified acupuncturist with extensive experience in patient-centered care, multidisciplinary treatment planning, and clinic operations. Highly skilled in comprehensive clinical documentation, compliance-driven charting, and working in-network with multiple insurance providers, including cash, insurance-based, and personal injury models.

Adept at designing and implementing individualized chiropractic and acupuncture treatment plans to improve patient outcomes while fostering long-term therapeutic relationships. Proven ability to lead high-performing teams, manage day-to-day clinic operations, and develop engaging wellness and preventive care programs. Known for blending clinical excellence with creative, patient-focused strategies to build sustainable practices and support healthier communities.

### **Professional Experience**

Owner/Chiropractor

The Chiro Concept – Winter Park, FL

July 2022] – Present

- Delivered comprehensive chiropractic and acupuncture care, specializing in personalized treatment plans for pain management, mobility, and overall wellness.
- Educated patients on preventive care strategies, posture correction, and lifestyle changes to enhance long-term health outcomes.
- Designed innovative care plans and wellness memberships, encouraging frequent visits and holistic health improvement.
- Managed all aspects of clinic operations, including staff hiring, training, scheduling, and marketing strategies.

- Created educational content for social media platforms to inform and engage patients about wellness and treatment options.

#### Key Achievements:

- Achieved over 175 Google reviews, reflecting superior patient care and satisfaction.
- Successfully integrated acupuncture into treatment plans, offering a unique and holistic approach to patient care.
- Developed a referral program that strengthened patient loyalty and increased clinic visibility.

### **Associate Chiropractor**

[Family Integrative Medicine of Orlando] – [Orlando, Florida]

[January 2020] – [February 2023]

- Provided chiropractic adjustments and therapeutic modalities to treat a wide range of musculoskeletal conditions, including back pain, neck pain, and sports injuries.
- Performed detailed patient consultations, including assessments and diagnostics, to develop individualized treatment plans.
- Collaborated with patients to educate them on recovery strategies, posture improvements, and injury prevention techniques.
- Worked closely with other healthcare professionals to coordinate patient care and achieve optimal outcomes.

#### Key Achievements:

- Increased patient retention rates through personalized care and open communication.
- Participated in patient education workshops, improving awareness about chiropractic care and overall wellness.

### **Leadership & Creative Projects**

#### Community Wellness Initiatives

- Launched monthly movement challenges, such as yoga, stretching, and mindfulness activities, to engage patients and the community in healthier habits.

- Organized collaborations with local businesses to host wellness events, creating mutually beneficial partnerships and increasing clinic exposure.

#### Content Creation & Marketing

- Produced engaging educational content on wellness topics, such as KT taping, posture correction, and acupuncture benefits, for Instagram, TikTok, and YouTube.
- Integrated affiliate marketing into content creation, recommending trusted wellness products to patients.

#### Patient-Centered Care Programs

- Created tailored treatment plans combining chiropractic adjustments, acupuncture, and patient education to achieve holistic wellness.
- Designed posture improvement programs and ergonomic workshops for patients working in sedentary environments.

### **Education & Certifications**

#### Doctor of Chiropractic

Southern California University of Health Sciences (SCU) – [2018]

#### *Certifications:*

- Licensed Chiropractor (State of Florida)
- Acupuncture Certification and Kinesiology tape certification

### **Core Skills**

- **Patient Care & Wellness:** Personalized treatment plans, chiropractic adjustments, acupuncture therapy, patient education.
- **Leadership & Teamwork:** Staff training, operational oversight, strategic planning.
- **Marketing & Creativity:** Social media content creation, affiliate marketing, community engagement.
- **Business Management:** Revenue growth, care plan creation, community partnerships.
- **Communication & Collaboration:** Patient consultations, team coordination, public speaking.

## **Volunteer & Community Involvement**

- Partnered with local organizations to offer free health screenings and wellness education.
- Supported community fundraising events and participated in health fairs to promote wellness awareness.

## **Technical Skills**

- Proficient in social media platforms (Instagram, TikTok, YouTube) and clinic management software.
- Skilled in creating visually appealing marketing materials using Canva and similar tools.

## **References**

- Emily Mammone

Acupuncturist at AdventHealth Winter Park

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- Max Masood

Chiropractor for the Miami Marlins

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