




What's All the Fuss About AI?

The Future Is Now.




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Introduction to AI

- We're diving into the exciting world of Artificial Intelligence (AI).
- AI is revolutionizing chiropractic practice marketing and clinical practice.
- AI has the potential to enhance patient care, streamline operations, and improve decision-making.
- I know that you are in for an insightful journey!




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What is AI?

- AI is artificial intelligence.
- AI's key functions include learning, reasoning, problem-solving, and language understanding.
- AI can process large amounts of data, recognize patterns, and make predictions.
- It mimics human intelligence in problem-solving.




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The Importance of Early AI Adoption


- The benefits of being an early AI adopter:
 - Competitive edge
 - Improved patient experience
 - Enhanced practice efficiency
- Stay ahead of the curve: early adopters can gain a competitive advantage by embracing AI innovations before competitors do.
- It's like being the first to market with a new idea, product, or service. Or missing the boat...




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Don't Be Like Larry!




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Why AI Matters

- AI has the potential to improve patient care and practice efficiency.
- AI is worth discussing.
- It has the potential to enhance decision-making, streamline tasks, and ultimately benefit both patients and chiropractic practices.




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The History of AI

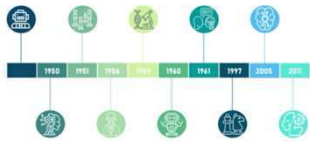
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BREAKTHROUGH COACHING The History of AI


- The history of AI includes milestones like the development of chess-playing computers and the rise of deep learning.
- AI is now an integral part of our daily lives.
- AI is changing many industries, including healthcare, and has a transformative potential for your practice.



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BREAKTHROUGH COACHING The Turing Test


- As computers became more powerful in the 1950s, Alan Turing created the Turing test.
- Originally called the imitation game, it is a test of a computer's ability to exhibit intelligent behaviour equivalent to, or indistinguishable from, that of a human.
- In other words, the Turing Test is a method of determining whether or not a computer is capable of thinking like a human being.
- Thus was born the AI Revolution!



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BREAKTHROUGH COACHING The Development of Neural Networks


- While concepts like deep learning are relatively new, they're based on a mathematical theory which dates back to 1943.
- Warren McCulloch and Walter Pitts describe how networks of artificial neurons can be made to perform logical functions.
- The dream of AI is born!



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BREAKTHROUGH COACHING Conversing with Computers


- Ever wondered what the grandparent of Amazon's Alexa, Google Assistant, and Apple's Siri is?
- Back in the mid-1960s, a professor at the MIT Artificial Intelligence Laboratory developed a computer psychotherapist called ELIZA, which could carry out seemingly intelligent conversations via text with users.
- Its creator noted at the time how surprised they were that users were so willing to converse with a machine in this way.



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BREAKTHROUGH COACHING Here Come the Self-Driving Cars


- Think that Google developed the world's first self-driving car?
- Think again.
- Back in 1986, a Mercedes-Benz van kitted out with cameras and smart sensors by researchers at Germany's Bundeswehr University was able to successfully drive on empty streets.
- A few years later, a Carnegie Mellon researcher built an autonomous minivan and used this to drive 2,797 miles coast to coast from Pittsburgh to San Diego.



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BREAKTHROUGH COACHING "The brain's last stand."


- 1997 was a banner year for AI, as IBM's Deep Blue supercomputer took on world chess champion Garry Kasparov in a chess battle pitting human against machine brain.
- While there was no doubt that Deep Blue could process information more quickly than Kasparov, the real question was whether it could think more strategically.
- It turns out that it could!



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BREAKTHROUGH COACHING AI triumphs at Jeopardy!


- Much like Deep Blue's standoff with Garry Kasparov, IBM's AI faced another big challenge in 2011.
- IBM's Watson AI took on former *Jeopardy!* winners Brad Rutter and Ken Jennings.
- And won the \$1 million first place prize.



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BREAKTHROUGH COACHING AI loves... Cats?

- In June 2012, Google researchers Jeff Dean and Andrew Ng trained a giant neural network of 16,000 computer processors.
- They fed it 10 million unlabeled images taken from YouTube videos.
- Despite being given no identifying information about them, the AI was able to learn to detect pictures of felines, using its deep learning algorithms.
- It turns out that, just like us, even impressively smart AI enjoys cat videos!



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BREAKTHROUGH COACHING What's So Scary About AI?

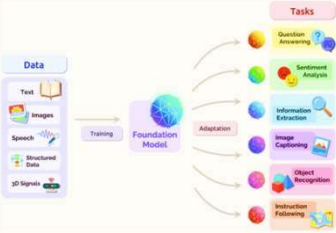
- Common concerns about AI include privacy, job displacement, and ethics.
- Understanding AI's capabilities and limits can ease these worries.
- Following healthcare data privacy regulations, such as HIPAA, AI can be used responsibly to protect patient information.



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BREAKTHROUGH COACHING Generative AI & Large Language Models (LLMs)

- AI follows a predefined set of rules.
- Generative AI, like ChatGPT are based on large language models (LLMs).
- Deep learning is a method in artificial intelligence (AI) that teaches computers to process data in a way that is inspired by the human brain.
- Deep learning models can recognize complex patterns in pictures, text, sounds, and other data to produce accurate insights and predictions.
- It has incredible creative potential such as generating art, music, or even human-like text.



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BREAKTHROUGH COACHING Examples of AI In Everyday Life

- AI is already woven into our daily experiences:
 - Virtual assistants (Alexa, Siri)
 - Spell check
 - Driver assistance (blind spots, pedestrian detection, parking)
 - Recommendation systems (Netflix, Spotify)
- AI-driven technologies have made our lives more convenient and efficient.




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BREAKTHROUGH COACHING Practical Uses for AI In Marketing

- AI can revolutionize your practice marketing efforts.
 - Automated social media content creation
 - Personalized patient outreach
 - AI-powered chatbots for website support
- AI can tailor marketing strategies to individual patients, creating a more engaging and effective patient experience.
- It's like having a personal marketing guru for each patient.



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AI Resources for Your Practice
What's All the Fuss About AI?

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BREAKTHROUGH COACHING ChatGPT4 AI Content Generator:

- <https://chat.openai.com/>
- ChatGPT is a powerful AI language model.
- ChatGPT can assist with tasks like answering patient questions, drafting content, and more.
- It's a valuable addition to chiropractic practice communication.
- It's like having a knowledgeable colleague at your fingertips.



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BREAKTHROUGH COACHING What Is An AI Prompt?

- A prompt in AI is a specific instruction or question.
- Prompts guide AI models like ChatGPT.
- You must craft clear and specific prompts to get the desired responses from AI models.
- It's like giving clear instructions to get the best results.
- Let's demonstrate some prompts.
 - "Act as if you are a chiropractor writing a blog to encourage people to try chiropractic. Write a blog post on the importance of good posture."
 - "Shorten it."
 - "Turn it into a Rap in the style of Eminem."

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BREAKTHROUGH COACHING AI-PRM: AI Prompt Generator

- <https://www.aiprm.com/>
- AI-PRM is a prompt management tool and community-driven prompt library.
- Ready-to-use prompts for ChatGPT, Bard, Midjourney, and DALL-E 2.
- Use it to complete marketing, sales, operation, productivity, and customer support tasks in minutes that used to take hours.



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BREAKTHROUGH COACHING ChatGPT Ultimate List of Prompts BTC Form M670

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BREAKTHROUGH COACHING Gamma: AI PowerPoint Generator

- <https://gamma.app/>
- Your AI PowerPoint presentation maker.
- Gamma is a powerful creative partner that designs slides quickly, helps brainstorm ideas and generates text and images in a snap.
- All you have to do is ask or import your text document and watch Gamma generate a unique slide deck for you in seconds.



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BREAKTHROUGH COACHING D-ID: Talking AI Avatars

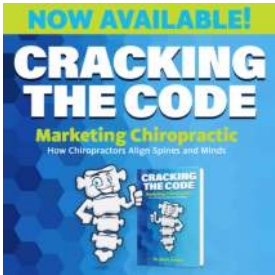
- <https://www.d-id.com/>
- Create and interact with talking avatars.
- Transform photos into AI video presenters.
- Produce AI-powered, cost-effective videos for training materials, internal communications, marketing and more, at the touch of a button.



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BREAKTHROUGH COACHING Cracking The Code: Marketing Chiropractic


- The #1 Chiropractic Book on Amazon!
- Written by me!
- 24 Chapters cover the most important marketing tools and trends for your practice today.
- Buy it on Amazon <https://bit.ly/48zUhs8>
- Or get your autographed copy today!



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BREAKTHROUGH COACHING DALL-E: AI Image Generator


- <https://labs.openai.com/>
- DALL-E 2 is an AI system that can create realistic images and art from a description in natural language.
- Let's make a picture of a chiropractor giving an adjustment to a teddy bear with AI!
- Your only limit is your imagination!



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BREAKTHROUGH COACHING Bad Things AI Can Do: Hallucination


- AI hallucination is the generation of inaccurate or biased content.
- In one instance a lawyer was disbarred for submitting a motion that was full of case law made up by ChatGPT
- A human being is needed as an editor for AI-generated materials.
- You must be vigilant in monitoring AI-generated content, especially in healthcare.



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BREAKTHROUGH COACHING Good Things AI Can Do: Empathy

- Medical experts preferred ChatGPT's answers to those of a physician 79% of the time in a study published in JAMA in April 2023.
- Experts found the chatbot's responses to patient questions were higher quality and more empathetic.
- ChatGPT can still make grave medical errors, but this study suggests, AI may improve upon a doctor's bedside manner.
- JAMA Intern Med. 2023;183(6):589-596.




Category	Doctor	ChatGPT
EMPATHETIC RESPONSES	5%	45%
HIGH QUALITY RESPONSES	21%	79%
PREFERRED	21%	79%

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BREAKTHROUGH COACHING Good Things AI Can Do: Radiology

- An AI tool can accurately identify normal and abnormal chest X-rays in a clinical setting, according to a study published in the journal Radiology.
- The tool may greatly alleviate the heavy workload experienced by radiologists globally.
- <https://doi.org/10.1148/radiol.222268>



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BREAKTHROUGH COACHING AI In Healthcare—the Future


- AI is expected to play a significant role in:
 - Automating routine tasks
 - Encounter documentation and report writing
 - Enhancing patient education
 - Enhancing the overall patient experience.
- It's like looking through a crystal ball into the future of healthcare.



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BREAKTHROUGH COACHING Your AI Journey

- Embrace AI for a brighter future in healthcare.
- AI is not just a trend but a fundamental tool for the future of chiropractic care.
- Explore AI with confidence, knowing that it can elevate patient care and practice efficiency.
- Embrace it and it can take your practice to new heights!



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BREAKTHROUGH COACHING Let's Crack The Code with AI!



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