

LACEY N. BOOK

3245 Dublin Blvd #108
Dublin, CA 945688

(408) 341-5139
lacey@thespecific.com

EDUCATION

Life Chiropractic College West
Hayward, California

Doctor of Chiropractic
December 2009

Columbia College
Columbia, California

AA Degree
July 2005

PROFESSIONAL EXPERIENCE

The Specific Chiropractic Center

April 2010-Present

Responsibilities include patient recruitment, patient care, health talks, spinal screenings, marketing, coordinating events and everyday management of the office.

Life Chiropractic College West

January 2012-March 2012

Held a faculty position teaching student how to create a realistic plan to jumpstart their office, manage day to day business, create an office manual and have realistic expectation when graduating.

Kaizen Wellness

October 2009-November 2011

Kaizen Wellness is a startup company that developed and sells the first internet-based wellness platform for chiropractic offices. As VP of Operations responsibilities include maintenance of customer relations, sales management, management of website design, implementation and execution of the overall vision of the company.

Institute for Advanced Care in Chiropractic at Life Chiropractic College West

September 2008-2009

As an intern at The Institute for Advanced Care in Chiropractic I provided specialized care in a clinical setting. Responsibilities and skills included recruiting patients, performing physical exams, x-ray evaluation, differential diagnosis, narrative writing, patient education, health talks and providing care to patients utilizing Knee Chest Upper Cervical technique.

Foothill Chiropractic, Sonora, CA

2002-2005

Chiropractic Assistant. Responsibilities included management of the day-to-day operations of the office, including four staff persons, coordination of front and back office operations, insurance billing, accounting, payroll, product ordering, x-ray development, and patient education.

Community Chiropractic, Los Gatos, CA

1999-2002

Chiropractic Assistant. Responsibilities included management of patient flow, patient follow up, data entry and management of both the back office and the front office.

CERTIFICATIONS

The Art of the Specific

June 2012

Year long course that provides advanced training for doctors and students looking to practice Knee Chest Upper Cervical Specific. Through 8 learning modules we teach each participant the success principles and disciplines utilized in The Specific Chiropractic Center. Particular emphasis is given to upper cervical adjusting, thermographic analysis, x-ray, case management and business management.

“That Something” Coaching Program

December 2009

This yearlong course in Knee Chest Upper Cervical Specific Chiropractic was completed in 12 modules of instruction in Upper Cervical Philosophy, Neurology, Thermography, Radiology, Adjusting, Case Management and Practice Management.

ICPA Certification

2008 to present

The ICPA Certification is certification in pediatrics sponsored by the International Chiropractors Association. To qualify for the certification exam, the candidate must complete 14 modules for a total of 180 classroom hours.

National Board of Chiropractic Examiners, Parts I, II, III (including Physiotherapy) and IV

LICENSES

State of California #31702

MEDIA EXPERIENCE

Alive & Well Radio Program, KFAX AM 1100

Participated in two programs.

High blood pressure and natural remedies, February 2010

The Headache Myth, August 2010

PRESENTATIONS AND LECTURES

Healthy Cooking Course – Town of Danville Employees, Danville, CA
September 2012, October 2013

Comprehensive 4 week course on healthy cooking, eating and tips to
staying well.

Invited speaker at The Alliance – Redwood City, CA, March 2013

Invited speaker at Upper Cervical Club at LCCW - Hayward, CA, January 2013

Distinguished speaker at Schubel Vision Seminars – Los Angeles, CA January
2014, Davenport, IO March 2014

Speaker at FOCUS OKC – Oklahoma City, OK, July 2014

Speaker at EPOC – St. Louis, IL, March 2015

Speaker at Berkshires Philosophy Seminar - Berkshires, MA, March 2015

Speaker at Focus OKC – Oklahoma City, OK, July 2015

Speaker at MACP – Boston, MA, September 2015

Speaker at Innate Connectors - Omaha, NE, October 2015

Speaker at EPOC – Portland, OR, November 2015

The Art of the Specific – Chicago, IL March 2015

Speaker at IFCO Global Summit – Toluca, Mexico, March 2016

Speaker at the Berkshire Philosophy Event – Berkshires, MA April 2016

MISSION TRIPS

El Salvador – 2010, 2011, 2013, 2014, 2015, 2016

OTHER

Dublin Partners in Education – Board member January 2011-Present
Serve as a member of the board to a non-profit organization that brings
funds educational programs for the local school district.

Serve as chair of the Fundraising committee, helping to raise over \$150,000 per year for the organization.

Business Networking International

July 2011-Present

Created a new chapter from the ground up with 5 other individuals.

Served as secretary/treasurer from January 2012-September 2013

Chapter president October 2014 to October 2015

The Shift

March 2016-Present

Creator and administrator of this group for women entrepreneurs to find a better way to find work life-balance and network with other women.

Current membership is at 100 members.