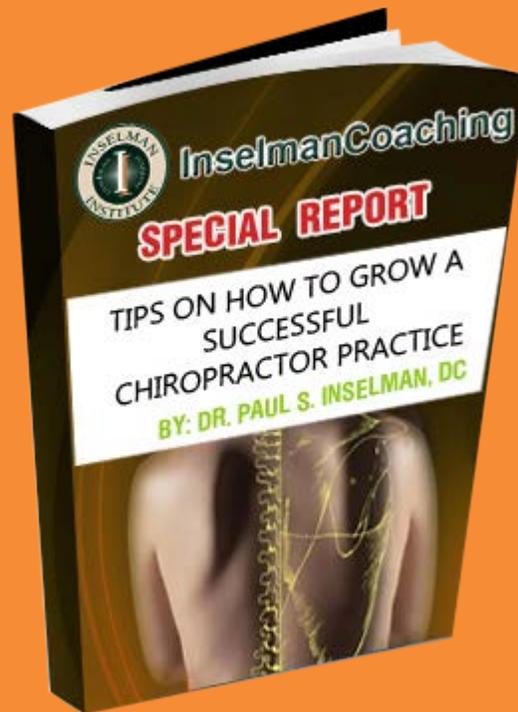


Tips on How to Grow a Successful Chiropractic Practice



By Dr. Paul S. Inselman, DC

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Tips on How to Grow a Successful Chiropractic Practice

Dr. Paul S. Inselman

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About Dr. Paul S. Inselman

Dr. Paul S. Inselman knows how to train chiropractors because he understands the challenges that chiropractors face. Having practiced for 25 years, retiring and then re-entering practice, he understands the challenges that chiropractors face today. High deductibles, limited coverage, and new health care laws about to be enacted make the practice of running a practice more crucial today than ever before.

After graduating from the New York Chiropractic College in 1986, Paul began his practice as a high volume insurance-based practitioner. After realizing that high volume was not what he desired, he changed his model to a high fee all cash-based practice. Having personally run insurance and cash-based practices makes him uniquely qualified to help you run whatever type of practice that you desire.

From 2002-2004, Paul worked as a senior coach for The Masters Circle where he taught chiropractors how to build bigger practices. Paul is a true entrepreneur and understands how to create, run, and manage successful businesses. From 2005-present, Paul owns and operates The Inselman Institute, Creativecoaching, LLC, and InselmanCoaching. He is also the Director of Professional Development at Enzyme Formulations, Inc.

Paul knows how to get results with his clients. His caring and entertaining style enables him to motivate clients who felt that they could never reach their goals. His mission is to create a long-term dynamic relationship with his clients to help them pursue the life and practice of their dreams.



What is Chiropractic Coaching?

Chiropractic coaching is a specialty that should only be undertaken by someone who knows the Chiropractic profession inside and out. Chiropractic practice building is an art unto itself. In order for a Chiropractic coach to be able to teach his client how to get new patients, improve PVA, improve collections, hire and fire correctly, and run an office like a procedural Swiss Watch, the Chiropractic coach MUST be seeing patients presently.

Unfortunately, most chiropractic coaches live in an ivory tower and haven't seen a patient in many years. This puts the client at a tremendous disadvantage because they will be taught procedures and strategies that were not created in the present economy. I know this to be true from experience. After leaving practice for six years and returning in the present economy, the tried and true methods that brought me previous success no longer worked until I changed and tweaked them for the present economy.

How Can Chiropractic Practice Building Help Me?

Working with a professional coach to help you build your chiropractic practice can be very rewarding and cost effective.

The most common areas of improvement can be seen in the following:

1. More new patients
2. Improved Report of Findings
3. Improved PVA (Patient visit average)
4. Improved collections



5. Improved procedures
6. Better hiring and training of staff
7. Improved business skills
8. Improved communication
9. Improved leadership
10. A more fulfilling life and practice

Good coaching should be an investment not expenditure. Let's look at a typical return on investment. The average chiropractic case average in 2009 was \$1500. If your chiropractic coach helped you to see just 2 more new patients per month that would be 24 more new patients for the year yielding you an extra \$36,000.00. If your coaching cost \$1000 per month you would have spent \$12,000 or you would have gotten a 3:1 return on your investment. Remember this scenario does not take into account any referrals from the 24 extra new patients, nor does it take into account any extra service provided that would yield a higher case average.

Chiropractic Coaching Today

What do *The Masters Circle*, *Breakthrough Coaching*, *CLA*, *Singer Enterprises*, *Fernandez Chiropractic Coaching*, *Katz Coaching Service*, *the Markson Connection*, and *Alan Rousso Coaching Services* have in common? They have all been around for a great deal of time; they all are iconic names in the Chiropractic Profession; they are phenomenal coaching services and, they do not see patients currently.



What does this mean and how does it affect their clients? Chiropractic is at a crossroad. If you have been in practice for more than two years, I think you would have to agree that the world has substantially changed.

If you have been in practice for ten years or greater does your practice look the same as it did when you first opened?

Businesses and practices must change every five years either by choice or by force due to insurance regulations or other occurrences that are not in your control. That means new methods; technology, and communication must be changed or adapted to meet the present day, time and economy. **To be current, any coach or practice consultant has to be seeing patients or they will only be teaching you great information from yester-year.**

Let me give you an example. I built two very successful practices by doing a live radio show. Seven Years ago radio was interactive. You gave an 800 number to call and people would call in with their questions, get a feel for your personality and resonate with you and ask to come in and see you.

Let's fast-forward seven years. Seven years later the field of radio changed from an active/interactive format to a passive/infomercial-like format. Gone were the days that you could put an 800 number out there and get people to call in. Seven years later, people wanted to sit, listen and if they liked the pitch they would call you. Interactive radio from seven years prior changed.

What would happen if your Chiropractic coach or consultant taught you how to do a great radio show the way he did it ten years ago? He would teach you how to do a great live-interactive show because he would not know that radio changed. I know this from personal experience because when I came back into practice in 2009 after a seven year absence, and did my good old trusty radio show, I fell flat on my face, invested a great deal of money and got terrible results. When I finally got my finger on today's pulse and figured out the change in radio that



had occurred, I was able to change my procedure to meet today's needs and ran a successful radio campaign again.

What about a health care class, marketing strategy, acquisition of new patients, PVA skills, training staff, and any other procedure that is important for a chiropractic practice to be successful? What if your Chiropractic Coach or Consultant is teaching you great information from ten or twenty years ago? Do you see why it is imperative that your chiropractic coach or consultant is seeing patients currently?



Challenges of Chiropractors

I can't believe I lost that patient. I can't believe I said that. I haven't had a new patient in 2 weeks. If this continues I am going to be in trouble. How am I going to pay my rent? I am so stressed out.

If that or a similar loop is playing in your head, can you understand why things may not be going as well as you would like? You see doctors, thoughts create feelings and feelings create actions. If you have gloom and doom feelings, it does not matter how perfectly executed your script, health care class, or screening was, you will still get gloom and doom results.

The Laws of Attraction simply state that we are like magnets. *We are either attracting people and things into our lives or we are repelling people and things out of our lives.* It is as simple as that. Listen to your internal dialogue. Is it upbeat and positive, or is it full of fear and worry? Look at your body language. Is it confident and secure or is it wishy-washy or just plain depressive?

I understand that the economy and the general tone of the country have turned very gloomy in the past 45 days. If people can't afford to put gas in their cars how will they find the money to pay for your services? Continued insurance cuts, 9000 job lay-offs at Citicorp and an uncertain election continue to make matters worse.

If you look at history there have always been uncertain times. Do you think our forefather Chiropractors had uncertainty when they were being thrown into jail for practicing medicine without a license? Do you think the Great Depression, the bombing of England, the Cuban Missile Crisis and the assassinations of any great leader brings fear and uncertainty?



It's not what happens to you but how you take it. Why does one person with Pancreatic Cancer get into bed, pull the covers over his head and wait to die, while another inspires millions by going on Oprah and inspiring people to make the most out of their life?

I promise you that as a Chiropractor you will continue to face uncertain times throughout your career. Like it or not, believe it or not we are the low men and women on the totem pole. If it is not the insurance companies causing uncertainty then it will be organized medicine. Or it will be the government. Or it will be the economy. Or it will be the state board. Or it will be Pluto and Mars misaligning.

It is up to you to change your thinking. It is up to you to make meaningful goals and action steps and to work your plan. It is up to you to be able to read the economy and change your course as you need to. In order to thrive **YOU MUST DO SOMETHING DIFFERENTLY THEN YOU ARE DOING NOW.**

Let me give you an example. I graduated in 1986. That was the end of what some called the golden era in Chiropractic. Insurances had \$25 and \$50 deductibles with \$2 and \$5 co-pays. Visits were unlimited and no reports were needed. In 1988 HMO's came on the scene. Chiropractors were now limited to 30 visits or \$1000 per year. Paperwork was required to validate visits. Chiropractors were very nervous and uncertain of what their future would hold. In 1989 reports had to be sent in with each visit to validate care. It was at that time that I saw if I kept doing what I was doing I would be in trouble. So I changed. I developed new skill-sets and by 1991 totally converted my insurance practice to a cash practice. Now I am not saying that it was easy or that I wasn't scared. I had confidence in myself that in time the changes would be better and my practice would either be as good or better than my insurance-based practice. *My change in direction paid off.* My cash-practice was even more profitable than my insurance-based practice.



Are You Excited About *Your* Business?



One day I had to be at jury duty at 7:45am. When my alarm went off at 5:30, I rolled over and hit the biggest button on the alarm clock, **THE SNOOZE BUTTON**. I have to be honest with you; if I hit the snooze button five times in a year I think that would be a lot. Nine minutes later the alarm went off again and I hit the snooze button again.

As I was sitting in the jury pool waiting to be called my mind started to drift. "Why did I hit the snooze button?" I wondered. Normally when my alarm goes off I jump out of bed, provided I didn't get up before my alarm rang, because I can't wait to start my day. What was different about today? Ah, yes, who wants to go to jury duty? Who wants to sit in an uncomfortable seat waiting to be called for hours on end?

Now don't get me wrong. I love this country and I understand it should be a treasured gift to be a part of the great judicial process, however sitting there all day just doesn't excite me.

When your alarm rings are you excited to start the day and get into the office; or are you lamenting the fact that the alarm has just rung? Do you hit the snooze button?

If you are serious about growing your practice then it is time to stop hitting the snooze button and answer these questions:



1. When was the last time that you worked ON your practice and not just IN your practice?
2. Studies show that successful practices are constantly focusing on the 3 P's (Planning, Procedures, and Policies) are you?
3. Studies show that you must have strategy vs. tactics, which do you have?
4. You must work smarter not harder, are you?
5. How many current methods of getting new patients are you using?
6. Do you understand the art of sales?
7. Are you doing an effective consultation and Report of Findings?
8. How are your time management skills?
9. How are your organization skills?
10. How are your procedures?

If any of these areas are lacking your practice will not be able to grow or have sustained growth. In an economy like this how many mistakes do you think that you get to make?

Getting Through Tough Economic Times: What Every Chiropractor Needs to Know

It seems that wherever a chiropractor turns there is a company just waiting to sign them up to teach them how to grow their practice. Before you spend your hard earned money make sure that the company you hire has the following attributes:

1. Their programs should be CUSTOM not customized



2. The coach or consultant should be still be seeing patients so they have their finger on TODAY's pulse not the pulse of years gone by.
3. The company should analyze you and your practice before they tell you what they can do for you
4. You should not have to sign long-term contracts
5. There should be a money-back guarantee
6. You should not feel pressured
7. You should feel comfortable talking to your coach or consultant
8. You should ask your perspective coach about his or her business experiences
9. They should be punctual
10. They should be accessible in-between scheduled calls via email, fax or telephone
11. They should be organized
12. They should give you a clear plan of how they will help you achieve your goals
13. They should know how to run a business not just a practice
14. Ask them what qualifies them to be a coach or consultant
15. Ask how many active clients they have
16. Do they have specific strategies for practice growth and how are they different from their competition?
17. You should allow a minimum of a one year time frame to work with your coach
18. You must have cash reserves to pay for your coaching so you don't feel stressed
19. You should get a 4:1 return on your coaching investment
20. You should be able to ask you coach/consultant any question without fear of embarrassment



Changing Strategies This Year

I consult and coach people from all walks of life. My clients are scattered in 47 of our 50 states and I have a handful from Europe and several from the Middle East. When I was thinking of what I would write today, a thought came to me. What qualities do the most successful people that I coach have that others do not? I am confident that you will find the article interesting.

More importantly than just finding the article interesting, I hope it sparks you take different action steps then you might be taking now.

In discussing with my most successful clients (*those earning well north of 7 figures per year, whom are happy, balanced and have great relationships*) why they are at the levels they are at, they all told me basically the same thing.

1. They get up each morning for a specific reason(they have a purpose)
2. They have a daily routine that they follow without fail
3. They have written goals and action steps
4. They are not afraid to make mistakes as long as they learn from their mistakes
5. They look for the good in every situation
6. They don't watch TV
7. They study about their market, or product, constantly
8. They surround themselves with great people and ask for their opinions
9. They make decisions-it does not matter if it is a good or bad decision they don't live in the world of indecision
10. They invest time and money on improving themselves



11. They donate heavily to worthy causes
12. They donate their time to help others
13. They read a tremendous amount and on various topics
14. They play chess or other thought-provoking games (bridge, gin, poker)
15. They get professionally coached to be held accountable
16. They have great relationships
17. They are spiritual
18. They never give up and they never take no for an answer
19. They admit when they are wrong
20. They take full responsibility for their successes and failures
21. They enjoy life
22. They take money management very seriously
23. They do not boast
24. They do not waste
25. They live below their means

Please take a look at that list again. **What will you do differently as a result of reading it?**

Are you living in fear? Are you afraid of investing time and money in yourself? Are your communications skills and relationship skills in need of improvement?

Do you need someone to hold you accountable? Do you need to learn how to organize your life better? Do you need to learn how to run a business?



Do you need to learn how to self-motivate yourself better? Do you need to get rid of the negative loop playing in your head (*I can't do that, I hope the stock market doesn't fall again*); Do you need to be happier? Do you need more balance in your life?

Is Your Business a *Business*?

Many doctors that I coach have the wrong idea of what a practice is supposed to be. Many actually feel guilty about "taking" their patients hard earned money. To pacify their own conscience, they cut fees, give extra service at no charge and then wonder why they can't pay their own bills.

One of the first things that I do with the doctors that I coach is have them answer these questions:

1. How much does it cost you to open your office doors everyday?
2. How much do your personal expenses cost you each day?
3. How much do you owe Uncle Sam each day?
4. What is your plan to meet your financial obligations?
5. What are you doing to insure that you will have enough money to educate your children?
6. What are you doing to plan for retirement?
7. If you cannot answer those questions then you are not able to run a successful for profit business, and you should seriously think about changing your status to a non-profit organization.

If you are one of the doctors that discounts, cuts deals and gives service for free, then I have this question for you. Does the local gas station, supermarket, electric company, gas company, college, insurance company, and your mortgage holder or landlord do the same for you?



These are the areas you will need to master to maximize your practice:

1. An incredible consultation
2. A tremendous Report of findings
3. An organized office
4. A well trained staff
5. Written goals
6. Office procedures that run like a Swiss watch
7. Money management skills
8. Investment knowledge
9. An ongoing marketing calendar
10. The ability to communicate the big picture



Improving Your Business

3 Reasons Why Chiropractors Are Earning Less and What to Do

Everyday your patients and mine have to make a decision, "do I spend my money at the chiropractor, or somewhere else?"

1. Here's a scary statistic courtesy of Lending Tree: **48% of Americans are uncomfortable with their total amount of household debt.** And 50% of Americans are either concerned or extremely concerned about the amount of credit card debt they have. Think about that for a minute. Every other adult in the US is seriously worried about their debts. That is an incredible amount of people. The person sitting next to you right now, your co-worker, your friend...that's a national debt issue of epidemic proportions.
2. Of course gas prices continue to rise. That has a tremendously negative effect on the entire economy. According to the article Boiling America Slowly by John Hayward, "We've just seen the steepest increase in food prices in the last 36 years, along with (and partially caused by) exploding gasoline prices. Couple that with a dismal housing market which features a 22 percent drop in new home construction from last month, and persistently high unemployment, and you've got a very gloomy picture for middle and lower class Americans."
3. The last major negative effect facing chiropractors today is government regulation. According to www.kaiseredu.org – Citing the success of the Medicare program in controlling per capita spending over its history and warning that market-based



approaches combined with greater individual financial responsibility can disadvantage those with limited financial resources and create barriers to needed care, some policymakers favor more government involvement in the health care sector. Critics argue that such regulation stifles innovation and that market-based approaches are more cost-effective and will provide consumers with a wider range of choices.



There are two things in this world. Things we can control and things we can't. We are not able to control any of the above three issues, or can we?

All three issues can be improved with one simple technique...The Performance of a proper consultation and Report of Findings. In my experience about 90% of chiropractors gloss over this very important aspect of care. Just improving this one procedure alone can add hundreds of thousands of dollars to your bottom line.

Let's do some math. The average case in chiropractic yields \$1500/patient per year. The average chiropractor sees about 120 new patients per year. The math would say then that the average chiropractor should earn \$180,000. According to Chiropractic Economics the average chiropractic salary in 2010 was forecasted to be about \$87,000. Where did we lose the \$93,000 or 51.6%?



Of the 120 new patients, how many of your patients did not follow through with their care and dropped out early? Of the 120 new patients, how many patients did not even begin care after having their consultation and report of findings?

What would happen if after doing a proper consultation and report of findings you improved your patient's follow through with care by 10%, 20% or 80%?

10% improvement = \$9300(buys lots of gas)

20% improvement = \$18,600(reduces lots of debt)

80% improvement = \$74,400(buys a new Porsche Cayman)

Our clients know we spend a lot of time on performing a proper consultation and report of findings because that is the place where you get the opportunity to make a great first impression, create value for the patient, and insure that you capture the highest percentage of the \$93,000 that you work so hard for.

Determining Your Ideal Practice

I don't understand where we went wrong in Chiropractic. It always baffles my mind how most chiropractors love to play *"the mine is bigger than yours"* game.

I have been to several State Association meetings and a full Chiropractic Board meeting in the last six months. The following is some of the chatter than I overheard:

1. How many patients do you see per week?
2. How long does it take you to adjust a patient?
3. Which codes do you find Aetna pays the most?



4. Medicare is going to chop again
5. No Fault rates haven't risen in 7 years
6. The following questions were directed to me when doctors found out I was a coach:
7. Any suggestions on how to find good staff?
8. Should I raise my fees?
9. Any recommendations on how to get more New patients?
10. What do you think of President Obama's health care reform? It is going to kill Chiropractic right?
11. All Chiropractic practices are down, right?
12. Do you think I should go all cash?

The following comments were the most heart-breaking:

1. I hate Chiropractic and I am leaving the profession
2. I can't pay my bills
3. I am probably going to lose my house
4. I am going to learn ____ technique because I heard you can bill for _____
5. These insurance companies are killing my practice
6. You can have the life and practice that YOU dream of. Start with these simple steps:
7. Stop comparing your practice to others. How can you be sure that the Chiropractor down the street is seeing as many patients as she say? Who cares anyway?
8. Develop a practice that YOU like. If you like low volume then practice low volume. If you like cash and insurance than do so. Forget what your friend or neighbor is doing.



9. Learn efficient billing codes for procedures that were honestly performed. Don't bill for 5 areas just because it pays more. (Integrity is what you do when nobody is looking).
10. Learn techniques to enable you to be a better clinician. Results get referrals.
11. If you are stuck, then do something to get unstuck. If you were able to do it on your own, guess what? You wouldn't be stuck anymore
12. Turn off the TV and read positive oriented books instead
13. If you have financial stress get some professional help in setting budgets, and improving cash flow(I just helped several clients avoid bankruptcy by helping them to re-organize their finances)
14. Invest time and money in growing yourself and your practice. (You have to spend money to make money BUT... Make sure that you get at least a 4:1 return on your investment).
15. Never give up
16. Have written goals

It All Starts with Your Staff

Much of my day is spent coaching clients on how to find, hire, train, and retain a great staff. Your staff can literally make or break your practice. Finding a great staff is easier than you think; if you take the time to organize. Once you find your great staff, treasure them because they are worth more than gold.





1. Identify your ideal staff person
2. Create a captivating ad to find that person
3. Interview in groups and then privately
4. Give clear expectation of what you want
5. Have an employee and training manual
6. Train, Train, and Train some more
7. Hold your staff accountable to doing the things that you expect to be done
8. Empower your staff to think and act on their own.
9. Ask for their opinion
10. Praise often
11. Create goals for them
12. If you need to correct a behavior do it swiftly
13. Be slow to hire and quick to fire
14. Delegate responsibility
15. Give a VERY generous salary
16. With a well-organized plan and vision you can have a great staff that will stay with you and make you profitable for years.



Gaining and Maintaining Patients

New Chiropractic Patients 101



Like it or not Chiropractic new patients are the life-blood of a successful chiropractic practice. When a patient goes to a medical doctor, they essentially “buy” the field of medicine. When a patient goes to a chiropractor, the patient essentially “buys” the doctor. Let me say the same thing only differently. Chiropractic is a personality driven business. The more people that know about you or the more people who know about your services are the people that will come to you. How you get your message out will depend on your time and your budget.

In the present economy, you will not get a second chance to make a good first impression; therefore it is imperative that your chiropractic marketing plan is carefully constructed from the

beginning.

To construct a proper chiropractic marketing plan it is essential that you develop your UVP (unique value proposition) or your USP (unique selling proposition). *When the UVP is paired with the correct*



strategically created marketing plan amazing things happen with the return on your investment of both time and money.

If you are not sure how to create a meaningful strategically-based chiropractic marketing plan, I would suggest that you either invest in some self-help books and do it yourself, or engage the services of a professional chiropractic coach or consultant. When choosing a chiropractic coach or consultant the following guidelines may be used:

1. The chiropractic coach or consultant must be seeing patients currently so they have their finger on today's pulse.
2. The chiropractic coach or consultant who is going to help you obtain more new patients must be versed in strategic marketing.
3. The chiropractic coach or consultant who is going to help you build your chiropractic practice and business must be versed in business skills.
4. The chiropractic coach or consultant should not make you sign a contract.
5. The chiropractic coach or consultant should give you a 100% custom marketing plan for your practice, not someone else's.

In this economy it is very important that you employ the correct marketing tools to procure new patients, otherwise you risk becoming a casualty of the times.



Improving Patient Visit Average (PVA) Skills



The key to growing any chiropractic practice is based on the acquisition of new patients and the retention of established patients. The retention of the established patient is called PVA (patient visit average). PVA is a measurement of new patients divided by office visits.

Most people think of PVA as just a number. I would like you to think of PVA as a relationship indicator. The higher the PVA, the better the relationship. You can think of it like a marriage. If you get married and divorced after one year, your PVA is low and terrible. However, if you get married and stay married for 40,50,60 or a 100 years your PVA is high and excellent.

Let's analyze what goes into a relationship that lasts 40, 50, or 60 years. That kind of relationship is built on trust, communication, alignment of goals, and the common notion to help each other.

If you think of ways to improve your relationship with your patients, your PVA will automatically increase. Here are some ways that I have found to be helpful in improving the relationship with my patients and thus increase my PVA. Please note the list is only a partial list.

1. Send all new patients, a welcome letter
2. Send thank you letters to all people who refer patients to your office.



3. Call your patients to tell them how much you care about them (you can not call your patients too much, as long as you are not calling them for money, or to come into your office.)
4. Send birthday cards
5. Acknowledge special events like anniversaries, graduations, weddings, funerals, etc.
6. Thank your patients for being on time, paying their bills on time, and anything else that you can genuinely thank them for.
7. Have a big heart, and a big shoulder for patients in need.
8. Let your heart be your guide, make each and every patient, that leaves your sphere of influence, feel better about themselves.

Educate Patients, Do Not Sell Them

A common and rightful complaint from many chiropractors is, "I hate selling, it makes me feel slimey." Good for you because you should never have to sell your patients on anything. Your patients should CHOOSE to use your services because they want to. Them wanting to choose you is the thrust behind this article.

Rules of Educating

1. Change your verbiage from selling to serving
2. Ask questions
3. Determine what the person's problem is
4. Create a clear-cut well defined specific plan of how you will solve that problem
5. **Educate** about how your services will solve their problem



6. Compare and contrast the benefits of using your services vs. the penalties that they will incur if they don't
7. Always make the words that come out of your mouth about the other person and never about yourself. Use words like you, they and them; instead of I, and me
8. Try and use independent referenced data instead of you stating your opinion
9. Create different educational forums-websites, newsletters, lectures, webinars, articles, etc.
10. Know the end result of what you are looking to have the person do with their new-found education

Once you have educated your prospect, give him/her choices of how to move forward. Make the choices about THEM not you. Serve, Serve, Serve, and watch your practice grow.



Getting Patients to Follow Through

IT'S ABOUT EXPECTATION

If your patients are not following through why is that? If your staff is not taking the initiative to make recalls, why is that? If your kids are driving you crazy, why is that?

After coaching literally hundreds of Chiropractors I have found that most of our "people problems" are due to not giving proper expectation. Giving expectation allows the other part to know EXACTLY what you want. Let me give you an example.

Mrs. Patient you need to be seen three times per week over the next 6 weeks. Please understand that three times per week means three times per week and if you miss an appointment FOR ANY REASON you must make it up. Continuity with Chiropractic care is vitally important. Can I count on you to make your appointments?

In this example you have given clear expectation that the patient must make-up their missed appointments. If they don't make them up then you need to remind them of your original conversation and then decide if you want to continue to adjust them or not.

Here's another example. "Johnny let me tell you exactly what I expect from you. When you get home from school I expect that you will eat a snack and play until 4:00. At 4:00 I expect you to stop whatever you are doing and begin your homework." That is 4:00 sharp. Not 4:05, or 4:30, or 5:00. Do you understand, and do you have any questions?



Notice in this example, little Johnny was told exactly what is expected of him. If he doesn't follow through then it is up to you to decide what penalties to invoke. He can never use the excuse, "I didn't know".

If you are having difficulty getting patients to follow through or if you are having difficulty with other people oriented problems try to be much more specific and direct with your expectations and watch those problems either minimize or just go away.



Moving Your Business Forward

Creating Wealth

Wealth is a by-product of a well thought out financial plan and then working the plan. Do you have a plan? If not NOW would be a good time to create one don't you think?

Many doctors that I consult with wrongly believe that monetary wealth is created by the number of patients that they adjust. The number of patients that you adjust is a catalyst to wealth but the compounding of interest through proper investing is what will create more wealth than your hands could ever produce.

When I consult with a doctor the first thing I do with her is to sit down and create a 6 month monetary plan; a one year plan; a five year plan; and a ten year plan. This allows you to focus on the different financial aspects of your life while covering all of the long and short-term bases.

It is very important to have a "cash on hand" account with three months of personal and three months of business expenses. Next I recommend setting up a tax account that will cover all of your responsibilities to Uncle Sam. A wealth account should be set up for savings. Lastly, a retirement account should be set up. Check with your accountant regarding the proper retirement account for your specific needs.

The art of saving is about consistency. It does not matter how much you save, it matters that you save consistently. It is like Chiropractic care. The consistency of adjustments is ultimately what gets the patient well in the long run. If a patient is going to be haphazard with their care they might as well not even start.



The same with investing and saving. If you're going to save today and then not put anything away for 3 months don't even bother.

I like to use the 10% rule. I automatically take 10% from each deposit and put it into my wealth account for savings. When that account gets to \$500 I then withdraw the money and send it off to a better yielding investment. Depending on your risk tolerance it may be to a certificate of deposit, mutual fund, real estate market, individual stocks etc.

Think about it. If you simply save \$1.00 every day at the end of the year you would have \$365.00 more dollars than you have right now. Would you even feel \$1.00/day? At the end of 10 years that same \$1.00/day would be equal to \$3650 excluding interest. If you added interest at 5% and compounded it at the end of 10 years your original \$3650 would be worth \$6012. Imagine if you put \$50 or \$100 away each day or week consistently. Further imagine if you earned 7% or 10% or more on your money. Do you see how the compounding of money is far more lucrative then just relying on adjusting more bodies?

Organization is The Key to Success

Pick up any book on success and you will find a common theme-organization. My clients know that one of the topics that we spend a lot of time on is: Organization of life, practice and business. When you are organized your daily tasks will flow with "effortless ease". If you've never experienced effortless ease you are missing a really good time.

Here is a short quiz to tell you if your organization skills need help.

1. My desk is always clean
2. I look forward to coming to my office everyday
3. My filing is up to date



4. I always pay my bills on time or ahead of time
5. I have written goals
6. I look at my goals multiple times per day
7. I have a workable financial plan in place
8. If I need to contact someone, I can find their number in less than 2 minutes
9. I spend ample time with my family
10. I am usually happy and content
11. I have "me time" carved out into my schedule
12. I have time to read
13. I run on time 99% of the time
14. I have time to exercise
15. I rarely feel rushed
16. I generally enjoy life
17. I have systems in place to run my practice and business
18. I have time to train my staff
19. I have time to market my practice and business
20. I see the future as bright

If you have answered yes to all 20 questions, congratulations you are "super organized" and do not require any assistance.



Chiropractic Marketing

It is vitally important to have a minimum of 5 and preferably 10 new patient acquisition techniques going on at any one time. Chiropractors, often make the proverbial mistake of "putting all of their eggs in one basket" by having only one or two strategies.

Another challenge is that chiropractors have been taught the fine art of throw enough stuff up against the wall and some of it will stick. Works great in theory, but in practice it becomes expensive and low-producing. So what is the answer?

The answer is to use strategic based marketing to deploy your tactics. Strategic based marketing will do the following:

1. Create a strategy behind every aspect of your marketing campaign
2. Help you to actually create an ongoing campaign that is self-generating
3. Create a tracking system to allow you to know what is working and what is not working as well as allowing you to calculate your return on investment
4. Create an ongoing follow up system
5. Deliver more qualified new patients that will follow through with their care

Please do not think that this is a panacea for all of your practice ills. Please do not think that this is an easy task. Creating a strategic based marketing campaign takes more time than money; but it takes persistency, consistency and continued follow through. Work with your chiropractic consultant to create the practice of your dreams.



Closing Remarks

Your success in practice has nothing to do with the town that practice in; the color of your hair; the insurance regulations; or any other external force. The success of your practice has to do with you **PERIOD**. Why reinvent the wheel? Why do things by trial and error in the hopes that the results will be good? I would like to strongly suggest that you join a practice management group. A good coach will help you develop the exact practice that you desire in a time and cost-efficient manner.

All coaches are not the same nor are all coaching companies. Take your time and interview different companies. Use this booklet as a guideline to help you find the best and correct fit. While I am not looking to sell you on Inselmancoaching, I do hope that you will check us out and see for yourself why we are so different than every other coaching company in the marketplace.

Our mission is simple. To help chiropractors develop the life and practice that **THEY** want. If you choose to use our services, you will be treated with the respect and dignity that you deserve. We will work hard for you and we will help you get results or we request that you fire us.

If you would like to receive a free consultation call us at 1-888-201-0567 or email us at inselmancoaching@myacc.net

Thank you for reading this booklet, and thank you for being a member of our great profession.

