



## **One on One Chiropractic Coaching's Guide to Staffing**

A personal letter from Dr. Lee Wood...

*Dear Doctor,*

*One of the most rewarding parts of being a Chiropractor is seeing the health of those in your community improve naturally through Chiropractic care. I know that for myself personally, a feeling that never gets old.*

*However, there are some natural ups and downs when you are in business. One of the most unfortunate is that many DCs struggle to find the right people to work within their office. Even more so is to get employees to stay and excel in their positions.*

*With over 25 years in practice as a DC and coach, I have cracked the code for successful staffing. Below is a guide I've put together to help you as a fellow DC to streamline your practice.*

*I invite you to reach out to me with any questions via email, [lawlcc@aol.com](mailto:lawlcc@aol.com) or by phone, (760) 518-9546.*

*Sincerely,*

*Lee Wood, DC*

*One on One Chiropractic Coaching*

*[www.chiropracticoneonone.com](http://www.chiropracticoneonone.com)*



## **Procedures and Protocols for Staffing**

A large part of being successful is of course proper patient care, loving service and high standards. That is a given. Your staffing and procedures play a large role in how the practice is perceived by patients. The best way to ensure everything runs like a well-oiled machine is to have protocols, procedures and systems in place for staff members to follow.

It's up to you as the doctor to define the guidelines of what's expected from each staff member, while also leaving room for each staff member to turn their job into a career. (There will be more on this later in the report!)

Too frequently, DCs don't fully define what is expected of their staff members or have guidelines in place that set everyone up for success. When thinking about what procedures and protocols your office has in place for hiring new staff members, keep the following questions in mind.

- What is the core mission, purpose or set of values for the practice?
- What is my stance on customer service and the ideal patient experience?
- What is expected from every employee in my office, including myself?

Having these values clearly defined will help you to find the right person who clearly understands your practice and what's expected of them.

## **Hiring and Training**

Before you place that ad in the newspaper, contact a medical staffing agency or post a job listing online, having your wants and needs of a staff member listed out in addition to their required tasks, will be a critical part of your success.

A strong job listing will include the required education or experience expected of the prospective employee, a few of the preferred strong skills needed (excellent communication skills, computer experienced, customer service skills, etc.), and a short list of what their average day would entail in terms of required tasks.

During the interview of a prospective candidate, ask them to identify what part of your office's mission statement or values aligns most closely with them. Get a strong sense of their personality style. Each office will have different requirements on what's needed from an employee, especially from role to role within the office. All employees should be masters of the following skills:

- Excellent verbal and written communication skills
- Strong follow up and organization skills (multi-tasking)
- The ability to learn office procedures quickly
- The ability to "think on their feet."



As a member of One on One Chiropractic Coaching, additional resources are available including a hiring checklist, a training manual, a employee handbook and more.

## **Changing a Job into a Career**

Once you have found the employee that matches the job description and they have accepted your offer for hire, the training process can begin. Steps to employee retention should be done proactively, starting on the employee's first day of work.

Think about yourself, and your role within the clinic. Chances are you don't consider this your "job." Most likely it is your passion and your calling. Get your employees to be on the same page as you by giving them the freedom to take the guidelines of their role, and let them turn it into a **career**.

Each employee should take "CEOship" of their own job description. By allowing them to take ownership of their role, they will start to build a sense of pride and fulfillment. They will be more motivated to go the extra mile. Staff members that are the CEO of their own job description also aren't afraid of change and are open minded to trying new things to streamlining and improve their work.

These staff members will be highly productive, and display their passion while in the office – which will in turn radiate to your patients and the entire team.

## **Bonus Content! How to Lead**

Star employees are driven to succeed, but everyone needs a good leader and mentor. It's critical that you as a doctor (and boss!) are an exceptional leader.

A strong staff leader does the following things:

- Gives praise and positive reinforcement on every opportunity. (rewards the desired behavior)
- Approaches employee problems or mistakes by addressing the mistake not the person and focusing on how to help them improve going forward.
- Is open to change if a staff member feels that they can do something differently with better results
- Always have open ears and an open door policy to hear about challenges and solutions.
- Practices everything he/she wants their staff members to be and do on a daily basis.

**Ready to make staffing changes for the better? Take advantage of a free, no obligation coaching consultation to discuss your office's staffing needs. Email Dr. Lee Wood at [lawlcc@aol.com](mailto:lawlcc@aol.com) or call (760) 518-9546.**