

PAT RESPONSES

Since you will be communicating with clients via telephone, correspondence and in person, the Doctors would like you to respond to patient's questions in the same manner that he does. It is especially important that prior to the client attending the Doctor's Report, any questions relating to:

"What caused my problem?"

"Can chiropractic help?"

"How long will it take?" or "How often will I need to come in?"

and "Chiropractic Care Programs"

should be answered simply by informing the client that "The doctor will go over that at the Doctor's Report." It is crucial that a doctor be the first one to educate the clients. Please do not give them any information to the above questions during their first visit.

After answering patient questions, if there is still any apprehension, ask: *May I schedule an appointment for you now, or would you prefer to speak with the doctor first?*

What do chiropractors do?

Chiropractors locate and correct subluxations so that the body can heal itself. Subluxations are a consequence of physical, emotional and environmental stresses which can cause interference to the nervous system, resulting in pain, symptoms, loss of health, and disease. Chiropractic care restores the brain-body connection.

What is a subluxation?

Misalignment of two bones causing interference to the nerves which sooner or later results in symptoms. If left uncorrected, subluxations lead to spinal degeneration, dis-ease and other health problems.

What are your fees for an office visit/adjustment?

Our standard office visit fee if no insurance is involved is \$55, but we discount it to \$45 if you pay at the time of service. We also have care programs that can bring the per-visit costs down to \$36.

What if I have insurance or don't pay at the time of service?

You will be charged our usual and customary fees. Your out-of-pocket expense will be your deductible or a co-pay that can vary if we are billing a third party on your behalf.

How much is the initial visit?

The first visit consists of a consultation, comprehensive spinal examination, nerve function analysis and any necessary x-rays. It ranges from \$85 to \$260.

What are your regular rates?

Our usual and customary fee is discounted to \$45 if you pay at the time of service and no billing is necessary. Our x-ray fees vary depending upon the number and size of the views the doctor orders; the views range from \$60 to \$195 per series. There are also additional fees for various examinations. The Doctors have fee plans that most of our clients find very affordable, in fact only half of our patients have any insurance coverage.

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Your auto insurance doesn't cover for you to get the oil changed on your car or your car serviced, but it's still important to maintain your car. Don't you think your health and your spine are at least as important as your car? Just like you choose to pay out-of-pocket for the proper maintenance of your car, we encourage you to do the same for your health, which is irreplaceable.

Does my insurance cover chiropractic?

The only way we can answer that question is to get your insurance information and then call your carrier to determine exactly if chiropractic care is covered under your plan and how much is covered, if anything.

Do you accept _____ insurance?

We accept all insurance that covers chiropractic. We will be happy to call your insurance company for you and find out exactly what, if anything, your individual plan will cover.

Why is my insurance being billed more than \$45.00 per visit?

\$45.00 is the discounted fee that is available to patients who pay at the time of service. Our usual and customary fees for an adjustment range from \$55-\$65 per visit plus modalities, of which we only get *paid* a fraction. When we bill insurance companies we must perform a brief pre-adjustment exam and complete additional documentation. We also incur additional expenses (insurance staff, billing software, etc.) when billing a third party, in addition to waiting for payment.

We bill for every service we perform, whether or not we get paid for it by an insurance company.

What is an EMG?

EMG stands for electro-myography. Electro-myography is a method of determining abnormal muscle tension. Abnormal muscle tension frequently accompanies spinal problems. This information helps the doctor determine the type of care that is best for your case.

Do I need x-rays?

That depends upon your individual situation, but usually the doctor wants to take x-rays because it is the only way he/she has of visualizing your spine and finding certain spinal problems. X-rays allow the doctor to rule-out pathologies or other reasons to not adjust the spine. They also allow the doctor to visualize the overall health of the spine and see such conditions as spinal arthritis, bone spurs, healed fractures, distortion or misalignments that may be causing or contributing to your problem.

How much are x-rays?

Our x-ray fees vary depending upon the number and size of the views the doctor orders. The views range from \$25 to \$200 per set.

Can I bring in my x-rays from my M.D.?

Yes. However, depending upon when and how the films were taken we may have to take extra views in order to see all the structures necessary for a chiropractic analysis.

I don't want x-rays because they're unsafe.

Our x-ray equipment is calibrated and inspected annually and uses the minimum dose of radiation possible. The amount of radiation used for all x-rays we recommend for you in a year make up less than 5% of what the State of California considers safe.

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How long will my first visit take?

In general, your initial office visit will take 60 to 90 minutes. If we can take your health history over the phone right now (or set up a more convenient time), we can save you some time in the office. It will also enable the doctor to become familiar with it over before you come in.

Will I get adjusted on the first visit?

It is up to the doctor to decide during the consultation but it's important to let the doctor know what you want when speaking with him/her. May I schedule an appointment for you now, or would you prefer to speak with the doctor first?

Why do you need so much information?

Because the more information the doctor has, the better we can take care of you.

How many times am I going to have to come in?

Everybody responds differently to chiropractic care, but the doctor will make recommendations for correcting your problem. Then it is up to you to decide how much chiropractic care you wish to benefit from.

How long will it take before I'm better?

It usually takes 2-4 weeks to feel relief from the pain that brought you here. However, health is not merely the absence of pain. To achieve true wellness and to express your body's optimum health potential, your care should not end when your pain does. With continued care, long-term changes can occur which can dramatically improve your health!

Why does the DC want me to come in 3 times/week?

Three visits weekly is the optimum schedule for fast results. Over 117 years of clinical chiropractic experience has shown that this adjustment frequency can get more spinal correction in a shorter period of time than a more—or less frequent schedule.

I need to cancel my appointment because I'm sick.

Getting adjusted is the best thing you can do for many types of illnesses. By removing nerve interference, your body has a better chance of healing itself faster. So, if at all possible, we would like to see you today to speed your healing.

Do I have to come in for the Doctor's Report?

Dr. Berry makes it mandatory for every new (and most lapsed) patient(s) to come to the Doctor's Report. Not only will you find out how you can save money, but you will also understand all the benefits of chiropractic and why the doctors make the recommendations they make.

Is this a problem I should be seeing a chiropractor for?

Absolutely! Chiropractic is very effective in correcting the cause of that problem.

Do you have any other patients with the same problem I have?

Yes. We've had many cases similar to yours. If you'd like, I could get Dr. (Klapp/etc.) to speak with you and you could ask him/her yourself.

How long have you been in practice?

Dr. Berry has been in practice since 1979.

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What kind of education does a D.C. have?

Doctors of Chiropractic are required to have about 3 years of pre-chiropractic education that is similar to pre-med courses. Then four years of chiropractic college is required before graduation. This is very similar to a medical doctor or an osteopathic doctor's educational requirements.

What kinds of techniques does the doctor use?

Dr. Berry and his associates use a variety of both manual and instrument-assisted adjusting techniques including: Diversified, Thompson, Gonstead, Activator, Cox, Palmer and chiropractic bio-physics.

What type of training do you (the CA) have?

We are trained on the job. The training for using the EMG and taking x-rays typically takes about two to four weeks. All procedures are performed under the direction and supervision of the doctor.

Does the doctor/chiropractic treat _____?

As you'll learn when you come to our office, chiropractic doesn't treat conditions like _____ per se. Instead, chiropractic removes nerve interference that is often the cause of _____. In other words, chiropractic corrects the true cause of the problem.

Does the doctor/chiropractic treat athletic injuries?

As you'll learn when you come to our office, chiropractic doesn't treat athletic injuries per se. Instead, chiropractic removes nerve interference that often results in athletic injuries not healing properly or as quickly as they should. Chiropractic helps improve athletic performance by maximizing the body's physical potential.

I don't believe in chiropractic.

It's not a religion...you don't need to believe in it for it to be effective. However, feel free to look at our Hall of Fame showing the testimonials of our Client of the Month or on our website to see what our clients have to share about their care.

I don't want my neck twisted / The popping sound scares me.

Occasionally we see patients who are apprehensive about the "popping" sound an adjustment can cause. Fortunately, these patients can still be adjusted by an instrument instead. The instrument can give a very effective adjustment without the sounds a traditional adjustment can make.

Where are you located?

6986 El Camino Real, Ste F East side of El Camino Real in the Union Bank center.

What is your fax number/e-mail/web address?

Our fax number is 760-436-1603. Our email address is info@lacostawellness.com. Dr. Berry's e-mail address is drberry@lacostawellness.com, don't give out to solicitors....period.