

THE IMPORTANCE OF VISIT-BY-VISIT PATIENT EDUCATION...

It is almost Spring and everything is starting to grow...how about your practice?

TWO STEPS FOR EASY AND POWERFUL PATIENT EDUCATION:

1- First you must understand that patient education is not only to give your patients more clarity about the value of Chiropractic but also to keep both the patient and the doctor present time conscious.

2- Table talk is that visit by visit opportunity to educate and enlighten your patients about the wonders of Chiropractic care.

a. The story of the day, share the recent chiropractic miracles that have occurred in your practice.

b. Have a set schedule of the most important topics you want to convey for the first 6 to 10 visits. This will not only educate the patient on the most important concepts but will create a pattern of education on each visit to follow.

c. HCC or the Health Care Class creates both new patient opportunities while educating your existing patients in a way to insure better results, quicker results in a way for them to save money.

d. A powerful and logical Report of Findings.

e. A written Report of Findings for the patient to take home.

d. Be in the game every day with your highest purpose in mind, to serve as many people as you possibly can each and every day. This will result in eliminating the small talk and cause you to focus on what is in the patient's best interest.