

The 15 Secrets to Lifetime Patients

Developing your continuing chiropractic education system to build your practice, improve retention and increase referrals

A major objective of any subluxation based chiropractic practice is to educate their patients of the true value of chiropractic in a wellness model. The by-product of such efforts is a large family wellness practice with high retention and all the referrals that you will ever need.

We have discovered 15 secrets that have exploded our practices and we know if you adopt these secrets into your practice, your practice will become Mega-Magnificent.

Secret 1:

Living your life by the **L.I.V.E. principles**. Simple but powerful principles for success.

Love: Adopt an attitude of love. Love yourself, your practice, your patients, and those people who are in your life. Love what you do and do what you love. If you are not passionate about what you are doing and who you are doing it with, the rest of this course will be worthless to you.

Intensity: Reaching a state of concentration so intense, so focused, it amounts in a complete absorption in a particular activity. This intense focus leads an individual into an almost magical level of performance. This is the journey to unleashing your greatest potential.

Vision: Lead your staff, patients and community with a vision that is congruent with your values. People will follow a leader with a great vision. Lead yourself and staff with a great vision of the impact that you wish to make in your community. Lead your patients with a vision of what's possible for them in a chiropractic wellness model and they will commit to a lifetime of care for themselves and their families. Lead your community with a vision of wellness and you will attract endless numbers of new patients. Be a leader!

Emotion: Emotions are contagious. When your energy levels are electric, enthusiastic and inspiring, expect positive outcomes. When your emotions and energy levels are blah, expect an equally poor outcome. Drive your practice with enthusiasm.

Homework:

- Make a decision each day to approach your practice, staff and patients with love, enthusiasm and intensity as you lead them with your vision.
- Place “L.I.V.E.” signs in and around your home and office to remind yourself to practice the LIVE success principles and to live your life to its fullest potential.
- Create a vision for your practice and a separate vision for your patients, then share it often.

Secret 2: Change the patient’s belief system.

Once you’ve made the change in yourself, the next critical step in achieving lifetime patients is that they must have a shift in their belief systems. Your beliefs determine your actions, it happens no other way. If your patients’ belief system focuses on chiropractic as a treatment for back pain, the only reason they would come to you is for back pain. When their pain is resolved they drop from care. Actions determine your reality. Your reality supports your belief systems. The patient came because of back pain, chiropractic resolved my back pain, and therefore chiropractic is for back pain.

Belief system ⇒ Action ⇒ Reality ⇒ Belief system

How to shift the patient’s belief system:

1. Identify current belief system by using questioning
2. Challenge their current belief system by using the Socratic method
3. Punch a hole in their current belief system
4. Educate with a new concept to fill the hole where the old belief system was
5. Support with stories, analogies, science...

Our patient education system incorporates the process of shifting a patient’s belief system from an allopathic back pain model to a lifetime wellness model.

Secret 3: The Socratic Method:

Most doctors are aware of the Socratic method but few understand how to apply the method into their practice. **You must incorporate the Socratic method into every aspect of your patient education or you will never shift the consciousness of your patients.**

The two types of chiropractic questions:

1. Discovery:

2. Socratic:

Secret 4: Create a patient education system

A patient education system implies that there is a step by step process that takes the patient from point A to point B every time. This process is effective, repeatable and anyone can do it.

Our Ten-Point Patient Education System:

1. New patient: Communication and support materials
2. ROF: Communication and support materials
3. Continuing patient education, every patient, every visit, every time
4. Re-Report and support materials
5. New patient health care workshops
6. Chiropractic seminars
7. Deck the Walls
8. Patient shifting videos
9. Pediatric education
10. Multi-media: Reception room videos, lending library, flyers, brochures, audio tapes, CD's and video tapes.

As you begin to shift the belief system of your patients, this new belief system will be challenged every moment they are outside your office. When

they turn on the radio in their car they will hear drug advertisements. As they drive down the street they will see more drug ads. When they pick up a magazine or newspaper they will see more drug ads. When they turn on the television, guess what, more drugs. Their friends and family will ask them, or tell them, to go to an MD. The allopathic message is everywhere. Just because you give a great health care class or great ROF, don't think the patient has shifted their belief system. Their belief systems will be challenged every moment of every day so you must fight back at every visit, with every patient, and with multiple strategies.

Secret 5: New patient communication and support material

Creating your large family wellness practice begins on Visit 1. The consultation is an important moment to begin the shift. Congruency between your intent and the message you communicate begins on the first visit even with your most difficult back pain patients. Our goal in the consultation is to begin the relationship with the new patient then begin the process of shifting their belief systems from a condition centered, back pain patient to a lifetime wellness patient.

- Step 1: Discover why the patient is seeking care and obtain the details of their complaints.
- Step 2: Clarify the patient's chief complaint.
- Step 3: Identify patient's value system.
- Step 4: Identify patient's belief system.
- Step 5: Begin the first level shift .

Scripting:

Support material:

Provide the patient support material (brochures, videos, or audio tapes) that connect their current state to the new wellness belief system.

Secret 6: Table Talk:

Continuing Chiropractic Patient Education is a cornerstone in helping the patient to understand Chiropractic's role in health and wellness.

Notice to all 15 Secrets Attendees:

Please read this notice!

This completes the notes for the first class only in a series four for this course. Doctors, make sure you get the password for the remaining notes. There are extensive notes for next week's class.

Class 2 is an incredible experience, we will focus completely on ***Table-Talk***. All three presenters will be sharing their priceless "Tic-Talk" language. Please be on time, you will not want to miss one minute of this class!

Class 3 features the powerful chiropractic communication grid.

Class 4 is highlighted by two powerful secrets: *How to use your staff to generate 90% of your referrals* and *How to get your patients to build your practice for you*.

Notice:

This notice is for **ChiroPower guests** who have purchased the 365 Day Patient Education Program and **ChiroChat guests** that have not registered for the entire course. The investment in your practice is normally \$295.00 for this entire course. ChiroChat and ChiroPower have graciously paid for your first class. The remaining balance is only \$221.25 for the remaining 3 classes and this includes the complete set of detailed notes.

Bonus: If you register by Wednesday Nov. 6th (Nov. 4th class attendants) or Thursday Nov. 14th (Nov. 12th class attendants) you will receive a free patient education coaching session by either Dr. Michael Gandolfi or Dr. David Fletcher, your choice. This is a \$125.00 value. This coaching session will focus on doubling your current PVA with a new patient education system. We will create a personalized strategic patient education plan to double your PVA.

Call chiroacademy at 217 345-4065 to register for your remaining classes.