

Secret # 6 The “Tic Talk” system

The chiroAcademy Office Visit Review: Great practices are made by building great relationships; the doctor/patient relationship is developed with each and every visit. Patient education is most effective when properly positioned within the regular office visit and must be repeated every visit with every patient.

A. Front Desk Assistant:

1. Prepares educational information to be handed out to the patient.
2. Each patient receives their “chiropractic education” handout for the day.

Scripting: _____

3. Continues the education process if prompted to do so.

B. New Patient Advocate:

1. Prepares testimonials, chiropractic analogies, metaphors, or stories that correspond to the education of the day.
2. Inspires the patient by stirring the patient’s emotions. Remember that emotions motivate people to act not information.

C. Chiropractor: Ten steps to a great adjustment

1. Clear your mind of negative or disturbing thoughts
2. Connect with the patient
3. Evoke communication
4. Subluxation assessment
5. Life-altering chiropractic adjustment
- 6. Continuing Chiropractic Patient Education**
7. Subluxation reassessment
8. Patient assessment and Referral statement
9. Sincere chiropractic close
10. Purge unwanted data or negative emotions

Secret 7: Focus Four Table Talk System:

This section on communication challenges the doctor and the team to move their message away from the patient's narrow paradigm and open up the concept of wellness, potential and consciousness. A patient's perspective is VERY powerful and there will be a constant attempt to draw the practitioner "down" to their level of understanding of health and wellness. Sadly, this can be limited to symptoms or other short sighted strategies. Tic Talk is a system of sharing the wellness story everyday with every patient.

We will focus our continuing chiropractic patient education with four distinct types of educational visits.

1. The foundation of chiropractic
2. Conditioned Centered visits
3. Wellness Centered visits
4. Education days

Table Talk Education!

Before you can take the patient to a Wellness Centered consciousness you must move them through a specific and orderly path of chiropractic education. In order for the patient to have a shift in their health paradigm from chiropractic as a treatment for back and neck pain to chiropractic as a wellness lifestyle, these steps must be fulfilled.

1. What is a Subluxation?

a. We talked about subluxation yesterday in your report of findings. Can you explain to me what a subluxation is? If a friend asked you why you were coming here, could you explain to them what a subluxation is?

b. How serious are subluxations to your health and well-being?

2. The Chiropractic Paradigm. (5 visits)

a. _____, what would happen if you cut your arm, would it heal by itself? Of course. You don't have to think about healing, **your body is a self healing, self regulating organism.**

b. What does your brain do? That's right, it controls the function of every part of your body. **Your central nervous system controls the function of every cell tissue, organ and system of the body!**

c. What would happen if there was disturbances in the nervous system and your brain couldn't communicate to your heart? That's right, it wouldn't work right. That's exactly what subluxations do, they **(subluxations) interfere or disturb the communication between your brain and your body.**

d. What would happen to your health if you left your subluxations go uncorrected for a month, a year or how about 5 years? **Subluxations if left uncorrected have devastating effects on our health and well-being.**

e. What is the purpose of an adjustment? Correct, **adjustments correct subluxations restoring the communication between your brain and your body thus restoring health and well-being!**

3. The causes of Subluxations.

a. What do you think really caused these subluxations that you have?

b. **Physical stress:** There are many causes of physical stress to our bodies from being born, from learning how to walk, riding a bike, falling out of bed, sports, being out of shape, hobbies and jobs. From birth to present we have all had numerous physical stresses that have accumulated over a lifetime.

c. **Mental stress:** A much overlooked cause of subluxations is emotional or mental stress. When we get worried or stressed, when we have relationship, money or job problems, all this stress is filtered by our nervous system. Stress is inescapable. What do you think happens to your nervous system when it's overwhelmed by stress?

d. **Chemical stress:** What is the quality of your food, air and water? What chemicals do you expose yourself to on a daily basis? Caffeine, sugar, nicotine, Tylenol, hair spray, perfumes, detergents... Drugs and other chemicals poison our nervous system creating subluxations on a daily basis.

e. Knowing the causes of subluxations, how often do you think people should be checked for subluxations?

4. Disease care vs. health care.

a. What makes more sense, fighting a disease with drugs and surgeries and covering up symptoms, or caring for the individual by removing the cause of the problem and allowing the body to heal itself?

b. Sick care is the event in which an individual waits until their body is in crisis and then attempts to treat that disease or symptom by forcing a chemical or surgery upon their body in hopes to feel better.

c. Health care is the process by which you create wellness from within by optimizing your body's performance through the use of appropriate lifestyle choices (chiropractic, exercise, nutrition, stress management) allowing you to live a richer, happier, more vital life.

5. Health, what is it?

- a. What do you think good health is?
- b. What would good health mean to you?
- c. How would you know if you had good health?

6. What makes you sick?

a. We talked about what health is during our last visit, today we are going to talk about what makes you sick. So what do you think makes you sick?

- b. Relate the Masha, Dasha story

7. Chiropractic has never been about back pain!

Relate the Harvey Lillard story. Chiropractic was born, a system to investigate the cause of dis-ease and to remove the cause, not cover up the sign or symptom. A system based on a vitalistic approach that allowed our bodies to heal naturally without the use of drugs or surgeries.

Chiropractic has always been and will always be about restoring health and wellness, not treating back or neck pain. Wellness chiropractic is a lifestyle that creates well-being, improves your quality of living and improves your performance at every level.

8. INNATE!

a. How does a caterpillar know how to turn into a butterfly? How does a frog know to eat bugs? How does an acorn turn into a mighty Oak?

b. Nature has provided all living things 100% of the instincts, knowledge and information to survive, thrive and adapt within their world. A caterpillar doesn't have to go to school to learn how to be a butterfly, nature already provided the information within. Nature provides all living things all the information they need to mature into healthy adults, an acorn doesn't need antibiotics and immunizations to grow into a healthy mature Oak tree.

c. We call this inborn wisdom INNATE (in nature). It is the expression of this inborn intelligence through our nerve system that allows our body to perform at 100% and develop into a perfectly healthy and vital human being.

d. What would happen if this innate intelligence was interfered with?

e. How would your health change if you removed interference from your innate intelligence?

Other visit topics:

How will you know when you are well?

Why do you think they call subluxations, the "Silent Killer"?

How to receive a "great" adjustment!

Do you remember the 3 phases of care? What phase do you think you're in?

Place a rubber band around their fingers. Use as an analogy for nerve compression..

The 3-D model of subluxation.

The Windsor Autopsies.

Do you the know the 2 types of chiropractors? Musculoskeletal vs. Wellness

Conditional Centered educational visits: Begin to shift the patient's belief system from chiropractic as a back and neck pain model to chiropractic as a wellness lifestyle. Shift them from a back pain model (back and neck pain patient) to a conditional centered patient (a patient who looks to chiropractic for organic visceral complaints).

Sample Conditional Centered educational visits:

Ear Infections and chiropractic. "What would you do if your child had an ear infection? I'm not surprised that you said you would bring them to your MD and get antibiotics, that's what most people do. But that is the last thing I would do for my kids and here's why." Discuss the problems of antibiotics, the studies, effectiveness and complications. Discuss the benefits of chiropractic. "If chiropractic is that effective when children are in crisis just think what of health problems a healthy nervous system could

prevent. Imagine that over 80% of all children suffer from ear infections. Think about the thousands of children suffering from ear infections right now in our own community and taking antibiotics or about to under go surgery... which of course will just lead to more complications. I'm sure their parents have never even considered chiropractic. Will you help them out and share this information with them. Who do you know who could benefit from this information?"

Digestive Problems and chiropractic. What do you think would happen if the nerve that is communicating to your stomach was interfered with?

ADD/ADHD and the Ritalin controversy.

Study reveals chiropractic is safe and effective for **Female Problems**.

Chiropractic, 94% effectiveness for **Infantile Colic!**

How long would you have to take blood pressure medication if you had **High Blood Pressure?** That's right, the rest of your life. What would happen if you removed the cause of the high blood pressure? Your blood pressure would return to normal. What would happen if the nerve that controlled your blood pressure was interfered with?

Has your child been checked for **Traumatic Birth Syndrome?**

Do **Prescription Drugs** save lives?

Asthma and chiropractic.

Balance the conditioned centered chiropractic visits with educational visits focused on alerting your patients to the devastating side effects of drugs and surgery. It is important to support their new chiropractic belief system with chiropractic education and as you continue to challenge their old medical belief system.

What would happen to the airline industry if 3 jumbo jets crashed every 2 days? Discuss the "**Scientific Medicine?**" article by Dr. Kent.

Acetaminophin, ibuprofen linked to high blood pressure.

What would happen if the Medical Doctors went on strike?

Hospital infections kill 12 people an hour!

Ritalin kills Michigan teen!

Should I get a flu shot?

Drug mistakes kill 100,000 hospital patients each year!

Wellness Centered educational visits: As your patients see a bigger chiropractic vision and begin to seek your services for visceral complaints, it is important to educate them about chiropractic. Chiropractic is not a treatment for anything, but is part of a wellness lifestyle. Begin to shift them from a Conditional Centered patient to Wellness Centered (individuals seeking care to enhance the quality of their life) patients.

Sample Wellness Centered educational visits:

Chiropractic and **Pregnancy**. Pregnant mothers and their developing fetus may benefit from chiropractic care more than any other patient. Would you want your developing child to have a subluxated unhealthy mother while she was carrying your child?

What would it mean to you and your family to improve your **Immune Function** by 200 to 400%. Dr. Pero study and the C.N.S. as an Immunocompetent Organ study.

Would you like to lower your **health care costs**? The Journal of Manipulative Therapeutics reported that patients receiving chiropractic care significantly reduced their health care costs. What that really indicates is that these individuals were **significantly healthier**.

Discuss how chiropractic improves their **Quality of life** instead of treating disease.

Are you in the mood to learn something today? Study, The **Central Nervous System**, is universally involved in all disease processes regardless of the initiating event. Dr. Lee, Medical Hypothesis. The C.N.S. is responsible for the causes and cures of all disease processes.

Chiropractic is about **improving your performance** at every level, physically, mentally, emotionally, improved strength and coordination, improved immune function, better health...

Discuss the **current health trends** of society switching from a disease care mentality to a wellness model. Give articles as examples.

What do you think are the important actions that you need to take to **raise a healthy family**?

Do you think subluxations are serious or even life threatening? The **Windsor Autopsies**.

Study, Effects of adjustments on **CD4 counts in HIV patients**. If chiropractic can do that for HIV patients just think what it can do for you.

Case of the day:

Using an inspirational case or an emotional testimonial is an extremely effective method for communicating the chiropractic story. Actual cases and testimonials build trust, security and confidence with your current patients while at the same time one of the most effective strategies for stimulating internal referrals in your practice.

Select a case that really impacted you emotionally and represents the chiropractic wellness model. Communicate the story with passion to your patients.

Educational Days:

We assign at least one education day each month. This is a day to have fun, break out of your normal routine, and educate your patients.

Apple Day: An apple a day keeps the MD away. How is an apple like chiropractic?

Raisin Day: We are "Raisin" your chiropractic awareness. Can you tell me three ways you can increase your overall health and well-being?

Orange Day: "Orange" you glad you're under chiropractic care? Can you tell me three reasons why you would see a chiropractor other than for pain or symptoms?

Chiro-Jeopardy: We have 30 chiropractic questions that we ask our patients. Whom ever can answer the most in row without missing one wins a prize.

Water Day: "Water" you telling your friends about chiropractic. We hang hundreds of water droplets from the ceiling with chiropractic education printed on them. Blue construction paper hung by fishing line. We place hundreds of blue balloons on the floor.

"Paint the Walls" with chiropractic: Cover every wall, door, window... in your practice with hundreds of chiropractic articles or medical alerts. This makes quite an impression.

Tic Talk

Remember that in order to shift the patient's belief system we must first help them recognize the their flaws in their belief system by using the Socratic method. Ask questions on every visit that leads them to a higher understanding of their health and well-being. It follows three stages:

1. **Punch the Hole**
2. **Connect the Dots**
3. **Get the Ah Ha**

Punch a hole in their belief system... "Mary, how much of your nervous system do you think is for pain? I want you to know that only 1/9th of the nervous system responds to pain. That means that the other 8/9th of your health changes are going unnoticed if you only focus on pain."

Connect the dots... "Pain is a way of alerting you to the deeper problems. Your nervous system controls every action to every organ and cell at all times. People tend to take good health for granted and then wonder where the pain and other symptoms came from. Think of pain as a "body signal" instead of a problem that need to be fixed."

Get the Ah Ha... “So Mary, pain is actually an important part of being well. It’s a very loud signal that helps us to make better and healthier choices. Chiropractic is one of those choices. Your symptoms will go away long before your whole body has healed. Our job as chiropractors is to look for patterns of nerve interference that affect the other 8/9ths of your nervous system. This way we won’t get fooled by just listening to the symptoms.”

This example can be done with any number of chiropractic messages. Remember, be bold and tell the Tic story with certainty! Talk about the potential that goes beyond physical health.

Punch the Hole... “Bob, how does a tiny acorn know how to grow into a towering Oak tree? How does 2 cells end up developing into a human being? What kind of hidden potential or special force is responsible for guiding that development?”

Connect the Dots... “Bob, all living things have an inborn intelligence. This special coordinating message is working 100% of the time through our entire lives and is transmitted in humans through our nervous system.”

Get the Ah Ha... Chiropractors look to the spine because of the nerves that run inside of it. If the spine, at any level interferes with the nerves, this life force will be interrupted. This means that your health, your thoughts and even your feelings will be affected. Your energy and outlook on life are all related to the tension that sits on your spine and nerves!

ChiropracTIC is all about leading your patients along a path to wellness. Use every visit to inspire and explain the power of the adjustment and then invite your patients to REFER their family and friends!

Consistent Patient Education:

In order to create a By-Referral-Only practice...a practice that has patients that stay, pay and refer because they understand the value of the chiropractic adjustment, you must allow the patient to understand the power behind the way the body and nervous system work and then of course how the adjustment allows the body to function at its optimum potential.

With all of that you must give your patients a way to understand what the “other side” is really about as well.

Example: People have the belief system that drugs, shots and surgery heal them of specific diseases.

By incorporating a consistent patient education system into your practice, you will allow yourself and your staff to stay on purpose every day and with every patient. You will find yourself talking about what you know best: Chiropractic and how the power of an adjustment can help their body function at its optimum potential.

Too many DCs and their staff talk about the weather, sports, etc...and that's okay, BUT you must also talk about chiropractic on every visit or they are never going to get it and keep it - NEVER!

If you think in the back of your mind that they've got it... just wait until they feel better and leave...