

10 ways to jump-start Your Growth

1. **The Family System:** A focus on the family should be one of the main values of your practice. What is your system to support this value? Do you offer check-ups to family members? Do you ask if you can make an appointment for the entire family when a new patient calls to set an appointment? Do you plan family friendly events to appreciate your practice members? Create key steps, inform your team and soon your family will be welcoming families into your family.
2. **The Golden Visit:** An exciting time for any practice member. The Golden Visit is that point in time when a new patient is excited and amazed about the results they are experiencing. Do you take advantage of their excitement and turn this visit into a multi-referral opportunity?
3. **Screenings:** Everyone wants to know more about themselves and their bodies. Do you feed their craving by conducting regular screenings outside of your office and providing education during these events? Do you sit and wait for people to approach or do you attract people to you with your energy and passion for chiropractic? Do you trust in the power of the relationship or do you make judgments about who is worthy of your services or use high-pressure tactics to achieve sheer numbers?
4. **Progress Evaluations:** If people could see their spine and nervous system perhaps the progress evaluation wouldn't be so critical. Unfortunately, people rely on how they "feel" to gauge their progress. We all know how reliable of an indicator this can be. Your patients must understand how they are progressing each step of the way so they will continue to maintain their excitement and motivation levels.
5. **Internal Promotions:** Do you motivate, inspire and have fun in your office with regular promotional events or is every day at your office business as usual? Shake things up on occasion and decorate your office. Celebrate your practice members and their results through chiropractic. Help them share their message and let them help you spread yours. Serve refreshments, give prizes, have fun!
6. **Community Outreach:** Promoting your practice by providing education through workshops, events and programs is a great way to attract new patients to your practice. Reaching out into the community allows you to promote your practice on a much deeper level than most traditional marketing methods. Implement a program in your office and assign a team member to take the lead. Every business, church and organization is a potential audience for your health and wellness message.
7. **Spouse to the ROF:** Never underestimate the power of the "spouse". They can reinforce and support your work or they can tear it down and undermine your approach. Don't wait to find out what the spouse will do. Be proactive, educate them and they will be a source of support and inspiration...and more than likely a practice member too.
8. **Practice Member Education:** Do you have a system for regular education or do you leave it to chance? It's critical that your patients understand how their bodies work and chiropractic's role in maintaining health and wellness. This is also the first step in preparing them to share their knowledge with others.
9. **1/2 Hour to Health:** A true wellness based practice incorporates regular patient education into their practice and every wellness office needs to make the *1/2 Hour to Health* workshop part of their education program. This workshop should be made a mandatory part of every patient's care and wellness plan.
10. **Inspire & Train your CA's to be Chiropractic Warriors:** Nothing worthwhile is ever achieved alone. You need your entire team working toward your vision to truly make it a reality. Unfortunately, many CA's aren't able to help their practices grow like they could simply because they are untrained to do so. Invest in your team, help them understand the vision and goals you have for your practice. Give them the tools and training they need to be chiropractic warriors. Be the example for them and acknowledge their accomplishments. Then stand back and be amazed!



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