



Back To Chiropractic Wellness: In The Office

Presented by

Marcus Strutz, DC

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Life Chiropractic College West Graduate

June 1996, Summa Cum Laude

Professor Life Chiropractic College West, 1997-2002

- **Spinal Biomechanics** (authored course manual)
- **Physiotherapy Rehab** (authored course manual)
- **Physiotherapy Modalities** (authored course manual)
- **X-Ray Physics** (authored course manual)
- **Philosophy I**
- **Philosophy V - Practice Management**
- **Microbiology Lab**
- **Systemic Physiology Lab**

- **Private Practice, 2000-2013 Mendocino/Ft Bragg, CA**
- **CE Seminars, 2002-present:
Technique, Wellness (Pt Ed), Physiotherapy,
History Taking & Physical Examination Procedures**
- **Ghost Writer Practice Management, 2007-2014**
- **National Board Review Instructor, 1999-2000
Dr. Irene Gold & Dr. John Donofrio**
- **Middle School Teacher Math & Science, 1989-1993**
- **Racquetball Club Pro & Weight Trainer
Walnut Creek, 1982-1987**
- **Father: Amuel Strutz DC Palmer Grad 1961**

Wellness: In The Office

This seminar is a bit different, more of a workshop than solely informational. We'll have multiple group activities. You can get as involved as you wish.



The Chiropractic Menu ~ The Initial Intake Form

New patients often have no idea what chiropractic care is all about. They come in with misconceptions & erroneous ideas that need to be addressed **BEFORE** they start care, so they will have a good experience in your office.

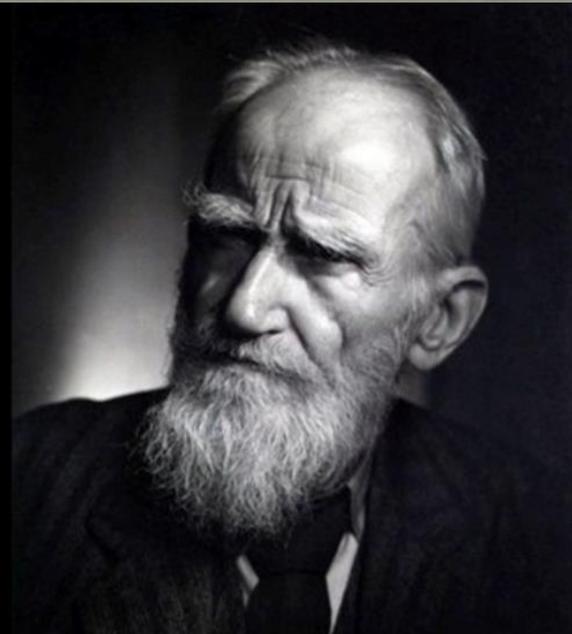
Many DCs err on the side of explaining things once at the first visit or ROF & then assuming the patient understands forever.

We need to constantly go back & review these

“

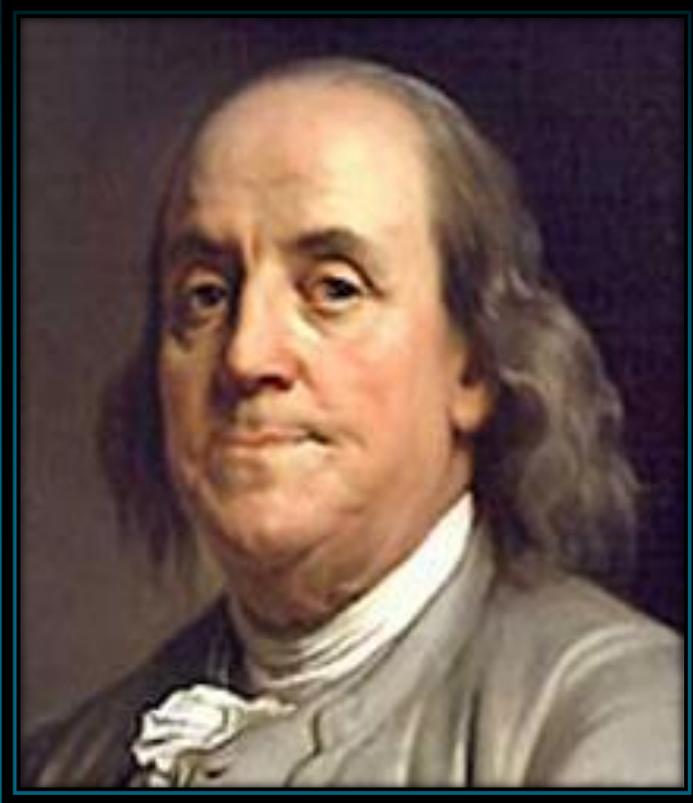
THE SINGLE BIGGEST
PROBLEM
IN COMMUNICATION
IS THE ILLUSION THAT IT
HAS TAKEN PLACE.

- GEORGE BERNARD SHAW



Today's Goals:

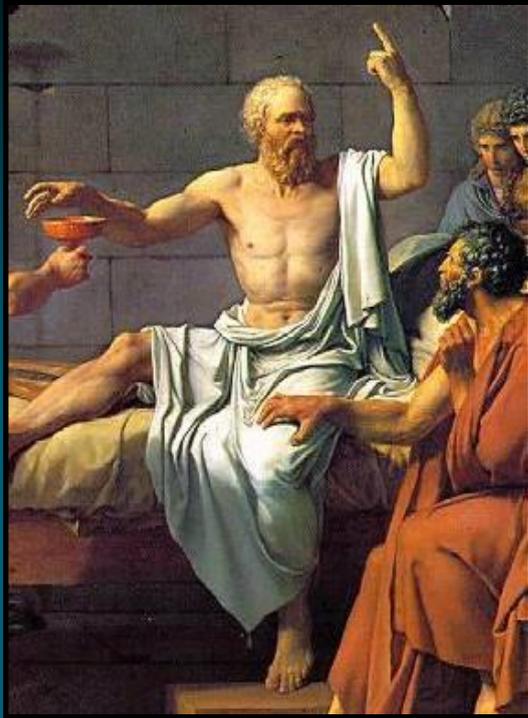
- **Create materials effective in educating your patients**
- **Initial intake form changes:**
 - things patients need to know before starting care**
 - frequently asked questions**
 - common misconceptions**
- **Self-evaluation initial questionnaire & re-eval form**
- **Demonstration tables, posters, white board & quizzes**
- **Take home info packet (call the new patient)**
- **Free Materials on our website under Helping Hands**
(Post on office walls, website & in take home info packet)



Wisdom From Ben

**“Tell me & I forget.
Teach me & I remember.
Involve me & I learn.”
~ Ben Franklin**

**Thanks Ben! So with this in mind, as we try to
get our patients to understand chiropractic,
the more we can INVOLVE them in our
explanations, the better they will understand
& integrate our ideas into theirs.**



Socratic Method Of Teaching

The idea is to ask a series of questions based on logic & fact intended to help a person discover their beliefs & understanding about a given topic. In this case chiropractic. I always ask questions that I already know the answer to before I

ask. So yes or no questions, simple choice questions, etc. Questions like you see lawyers ask in the movies, “your leading the witness”. YES! I’m simply guiding the patient to the truth! It is better for **THEM** to come to the conclusion that I want them to, versus just telling them. This **IS** the involvement Ben Franklin was taking about. So we’ll use this method throughout our presentation.

Outside The Box



So it is our job to help the patients think outside the proverbial box. Explore the chiropractic principles with them. Open up their minds in all new ways. Get them excited to discover chiropractic. They can experience profound changes in their lives & that can happen right in your office!

BEFORE YOU CAN THINK OUTSIDE THE BOX, YOU HAVE TO BE SMART ENOUGH TO KNOW THAT THERE IS A BOX.

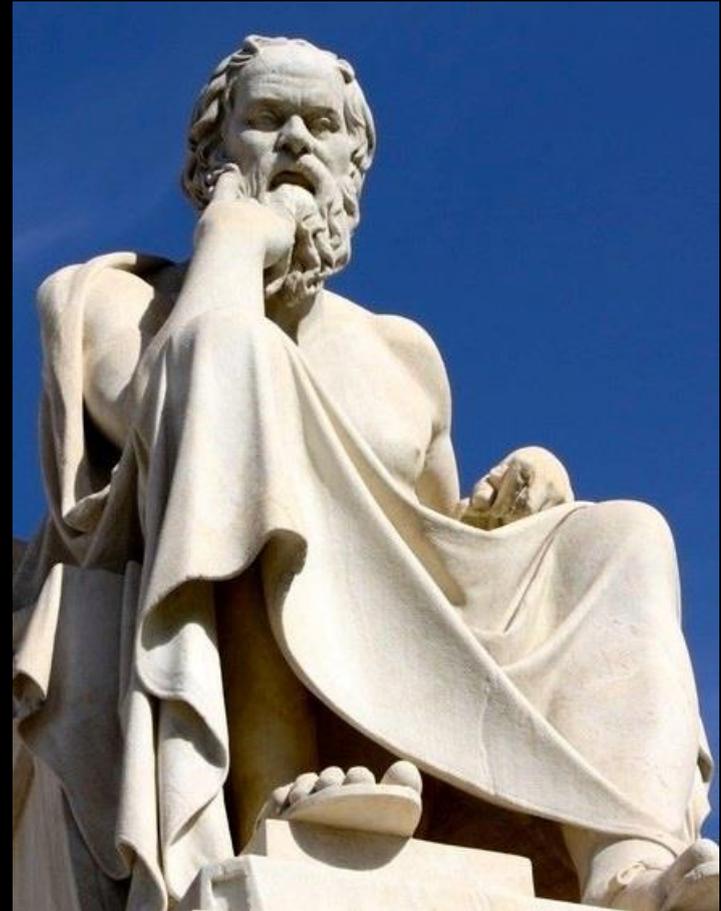


CG VANDERPOOL

A. Farthingsworth

Here are some great quotes
to get us started in the right
direction!

I suggest to post these in
your office
or on your website!



“There is only one good; knowledge,
& one evil; ignorance.”

Socrates

**Lets start off with an attitude
adjustment!**

**“Despite everything,
life is good!”**

**Anne Frank
1929-1945**

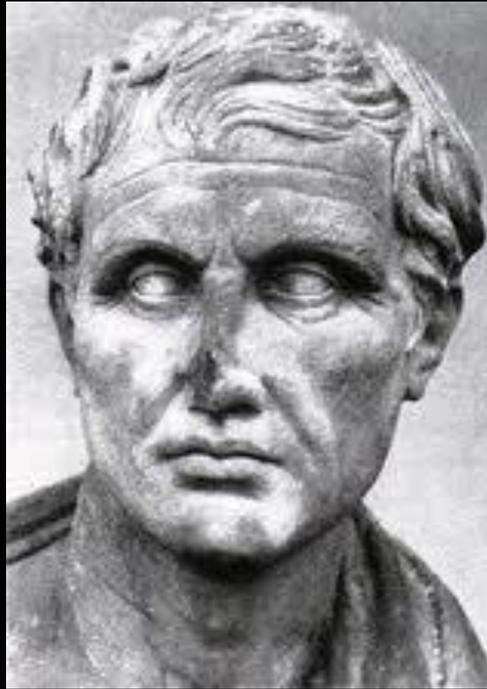


**She was so right, no matter what happens
we need to enjoy life & seek the positive!**

Please Find 520 Fun Facts & Quotes

backtochiropractic.net

Free Materials



“The greatest wealth is health.” ~ Virgil

Publius Vergilius Maro (Oct 15, 70 BC – Sept 21, 19 BC)

How many times have you been sick or injured & you just can't wait until you are healthy again? You vow to always appreciate your health & **NOT take it for granted. So why not be proactive & do everything you can to keep & maintain your health?**

“Health is a state of complete physical, mental & social well-being, & not merely the absence of disease or infirmity.”

~World Health Organization, 1948



Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients



Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

What year was Chiropractic discovered?

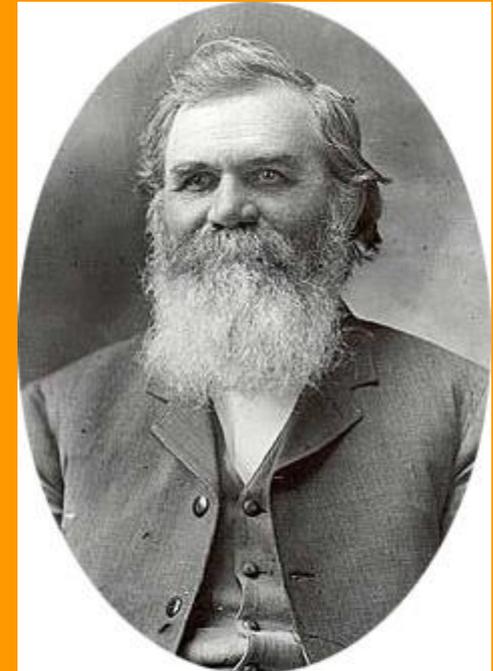
- a. 1855**
- b. 1895**
- c. 1935**
- d. 1975**

Activity

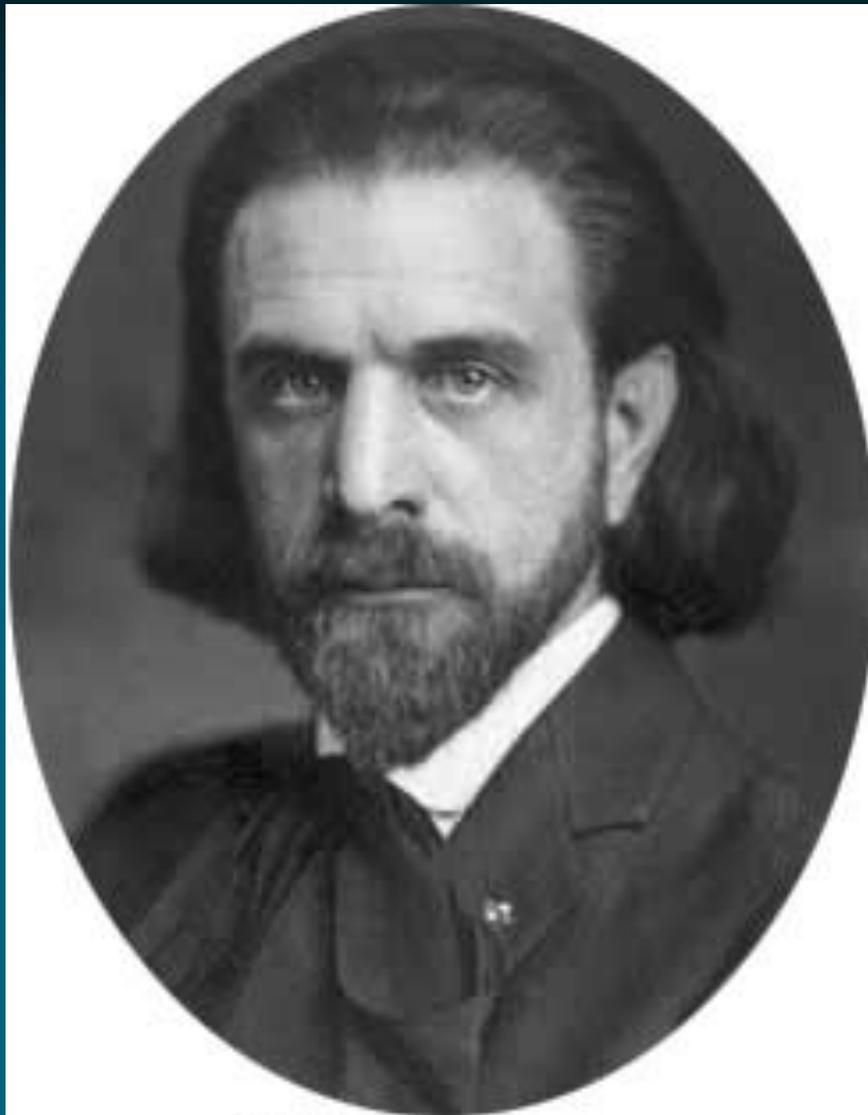
Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

b. 1895

Daniel David Palmer (D.D. Palmer), a teacher and grocer turned magnetic healer, opened his office of magnetic healing in Davenport, Iowa in 1886. After nine years, D.D. Palmer gave the first chiropractic adjustment to Harvey Lillard, on September 18, 1895.



**D.D. PALMER
DISCOVERER OF CHIROPRACTIC**



B.J. PALMER
DEVELOPER OF CHIROPRACTIC

"The
preservation
of health is
easier than
the cure for
disease."

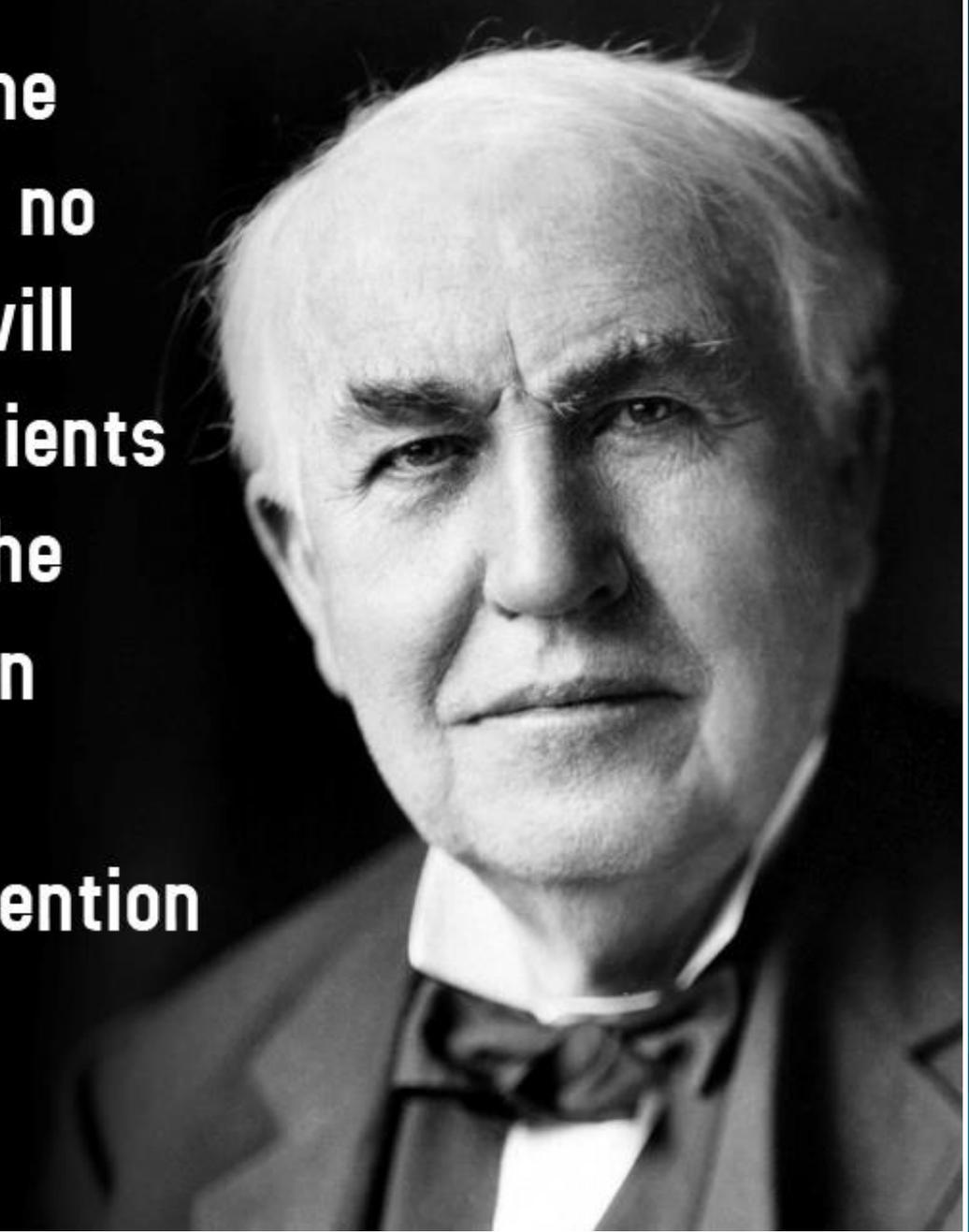
-BJ Palmer

//

The **doctor** of the future will give no medicine, but will interest his patients in the care of the human frame, in diet, and in the cause and prevention of disease

- THOMAS EDISON

//





**“People increasingly see
conventional medicine not as
health care but as disease care.**

People want more than that.

**It’s irrational to always wait until
one develops a problem to pay
attention to one’s health.”**

Larry Dossey, MD



The Alternative!

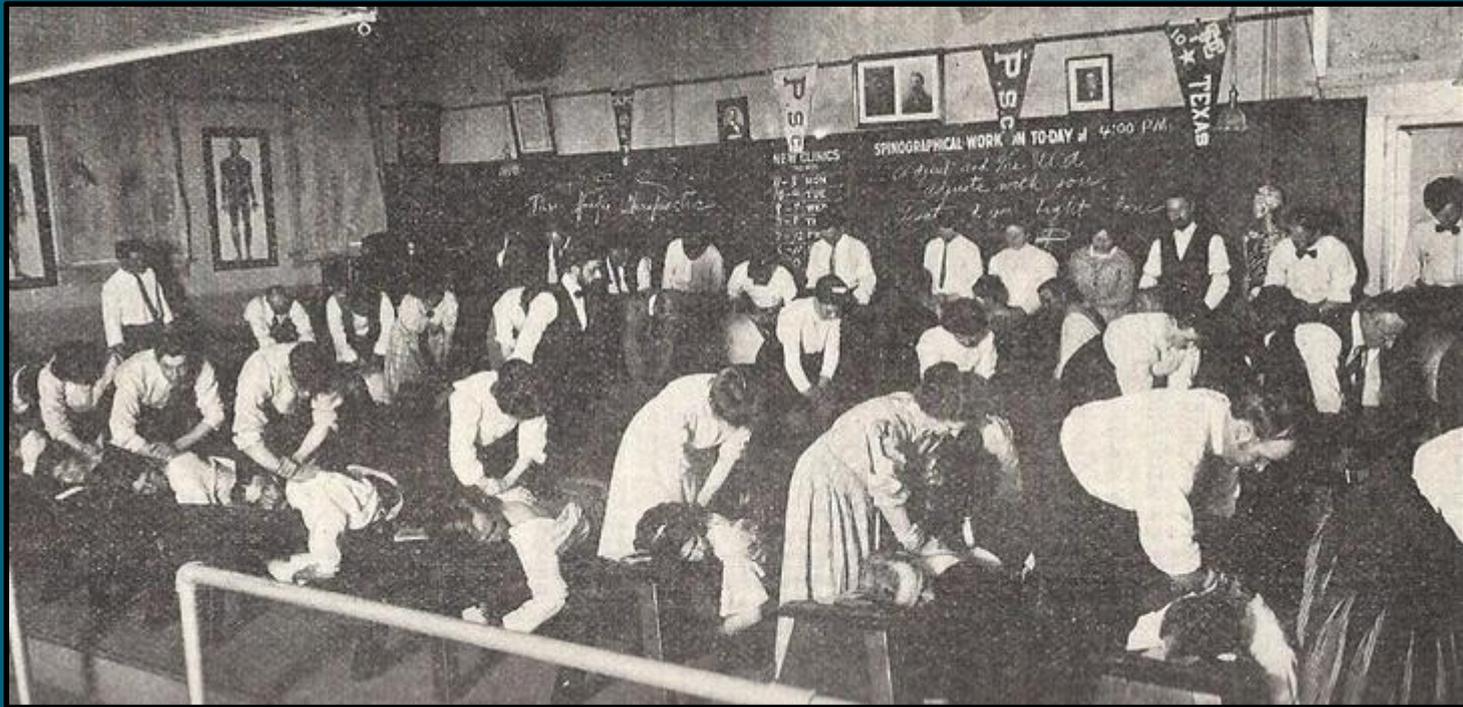
**Don't wait until you are sick,
maintain your health!**

The goal is to live long & be healthy, achieving a more effective life, maintaining full function & well-being. The goal of chiropractic care is correction of dysfunction with pain relief, restored function & enhancement of well-being. DC's make patients aware of their role & responsibility in maintaining their health.

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Free Materials

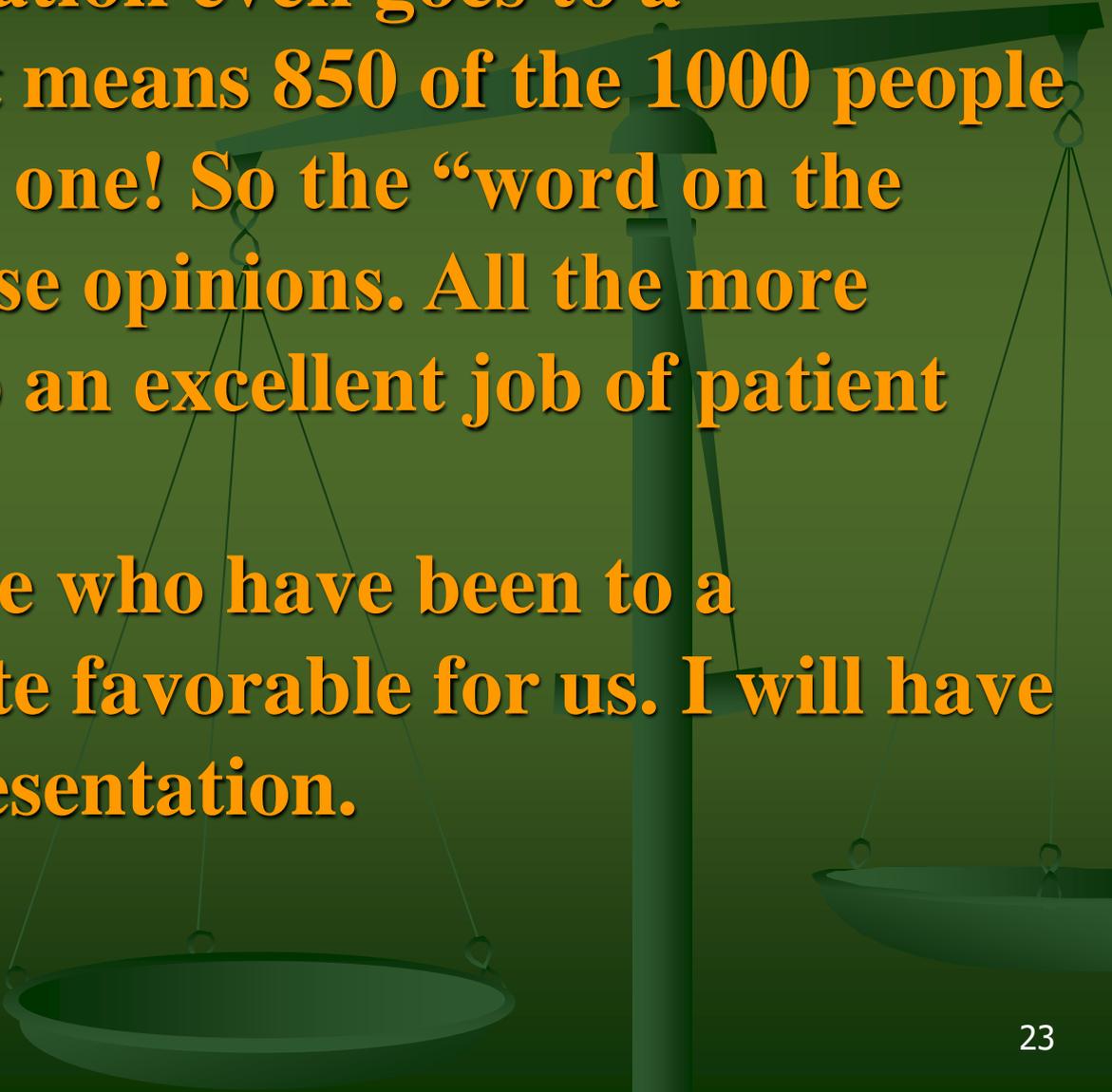
**“If the public knew what we know,
we’d need a lot more chiropractors.”
~ Marcus Strutz DC**



Why We Struggle?

Ratings of Honesty & Ethical Standards in Profession Survey of 1,028 adults ~ Gallup Dec, 2016

Occupation	Very high/High %	Very low/Low %	Average %
Nurses	84	3	13
Pharmacists	67	8	26
Medical doctors	65	7	29
Engineers	65	5	29
Dentists	59	7	34
Police officers	58	13	29
College teachers	47	18	32
Clergy	44	13	39
Chiropractors	38	13	45
Psychiatrists	38	12	45
Bankers	24	30	46
Journalists	23	41	34
Lawyers	18	37	45
State governors	18	35	45
Business executives	17	32	50
Senators	12	50	37
Stockbrokers	12	39	46
Advertising practitioners	11	40	46
Insurance salespeople	11	38	51
Car salespeople	9	46	45
Members of Congress	8	59	31



In this study please note that most studies say only 10-15% of the population even goes to a chiropractor. So that means 850 of the 1000 people haven't even been to one! So the “word on the street” is driving these opinions. All the more reason we have to do an excellent job of patient education.

The surveys of people who have been to a chiropractor are quite favorable for us. I will have some later in this presentation.

Activity

Okay, for some perspective, let's take a look at the
Top 5 Reasons The Chiropractic Profession Struggles

Please list what you think they are.

Then take a look at my list, they may vary a bit from yours.

Are there any things on the list that you could
perhaps avoid doing?



Why We Struggle?

1. AMA bashes us, use of subluxation, false claims “quack”
2. Too expensive for pain relief vs nothing, pills or alcohol
3. No marketing, no pharma corporate sponsors?
4. Results not instantaneous, not symptom based
5. No money for research
6. Our associations & colleges disagree
7. Public scared of audible, think it is bad
8. We can't adjust
9. Can't fix the problem
10. Different adjusting styles, approaches & techniques
11. Explanations, subluxation, alignment, or just can't explain
12. Scare tactics for compliance
13. Different x-ray protocols
14. Different treatment plans, no standard of care, fail to refer
15. Idea of maintenance, ongoing care (bait & switch)
16. Insurance fraud, WC, etc.
17. If one bad DC, they must all be bad
18. Lack of professionalism, attire
19. Spiritual, religious aspect
20. Spinal screenings

Activity

Okay now let's take a look at the
Top 5 Reasons The Chiropractic Profession Does Well.

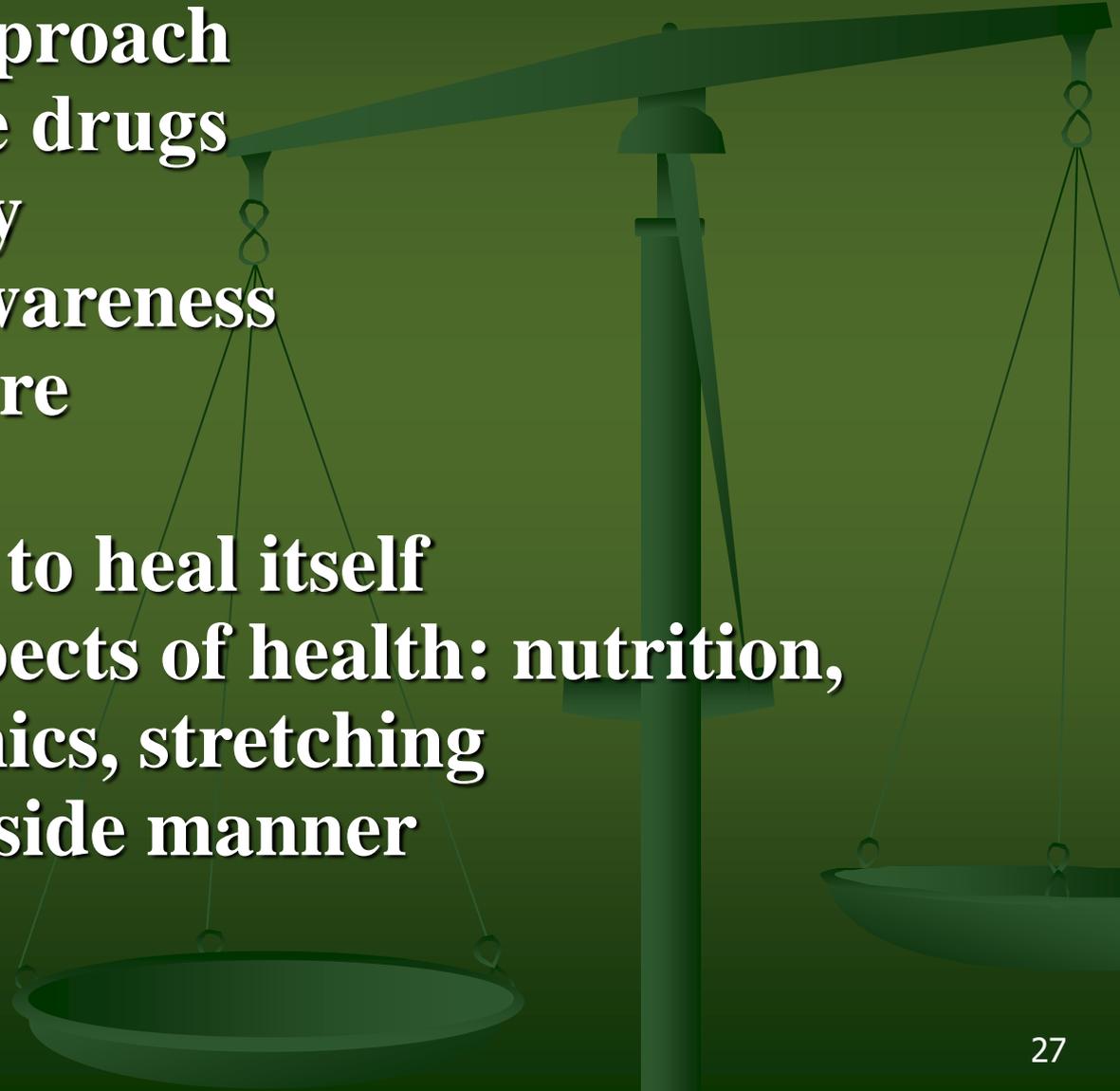
Please list what you think they are.

Then take a look at my list, they may vary a bit from yours.

Are there any things on the list that you could
perhaps do better?



What We Do Well!

1. Adjust joints, subluxations
 2. Wellness maintenance care ideals
 3. Whole body approach
 4. Don't prescribe drugs
 5. Prevent surgery
 6. Promote self awareness
 7. Promote self care
 8. Touch patients
 9. Allow the body to heal itself
 10. Discuss all aspects of health: nutrition, exercise, ergonomics, stretching
 11. Excellent bed side manner
 12. Provide hope
- 

Activity

Top 10 Keys To Chiropractic Success

A prospective chiropractic student once asked me what I thought the 10 most important things or attributes or personal qualities one needed to be a successful chiropractor.

Please list what you think they are.

Then take a look at my list & grade yourself on each one.

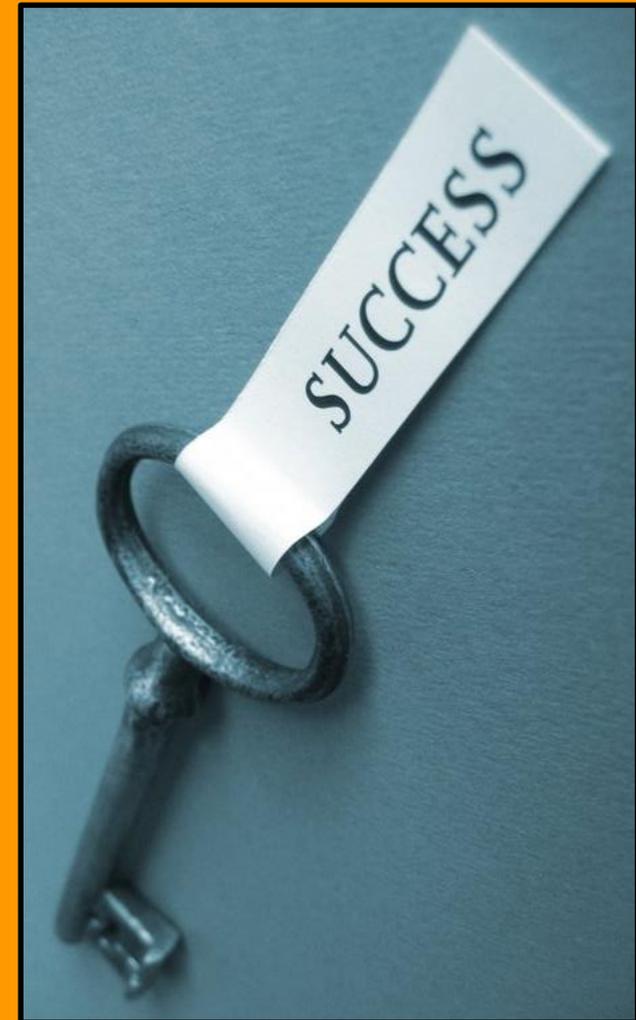
Are there any areas that you could improve upon?

If so then go for it!



Top 10 Keys To Chiropractic Success

- 1. Practice Management, Business Skills**
- 2. Extraordinarily Excited To Help People**
- 3. Be Fair To Your Patients**
- 4. Great Bedside Manner**
- 5. Entrepreneurial Spirit**
- 6. No Excuses Attitude**
- 7. Passion For Chiropractic**
- 8. Willingness To Learn/Improve**
- 9. Communication With Patients**
- 10. Be A Great Adjuster**



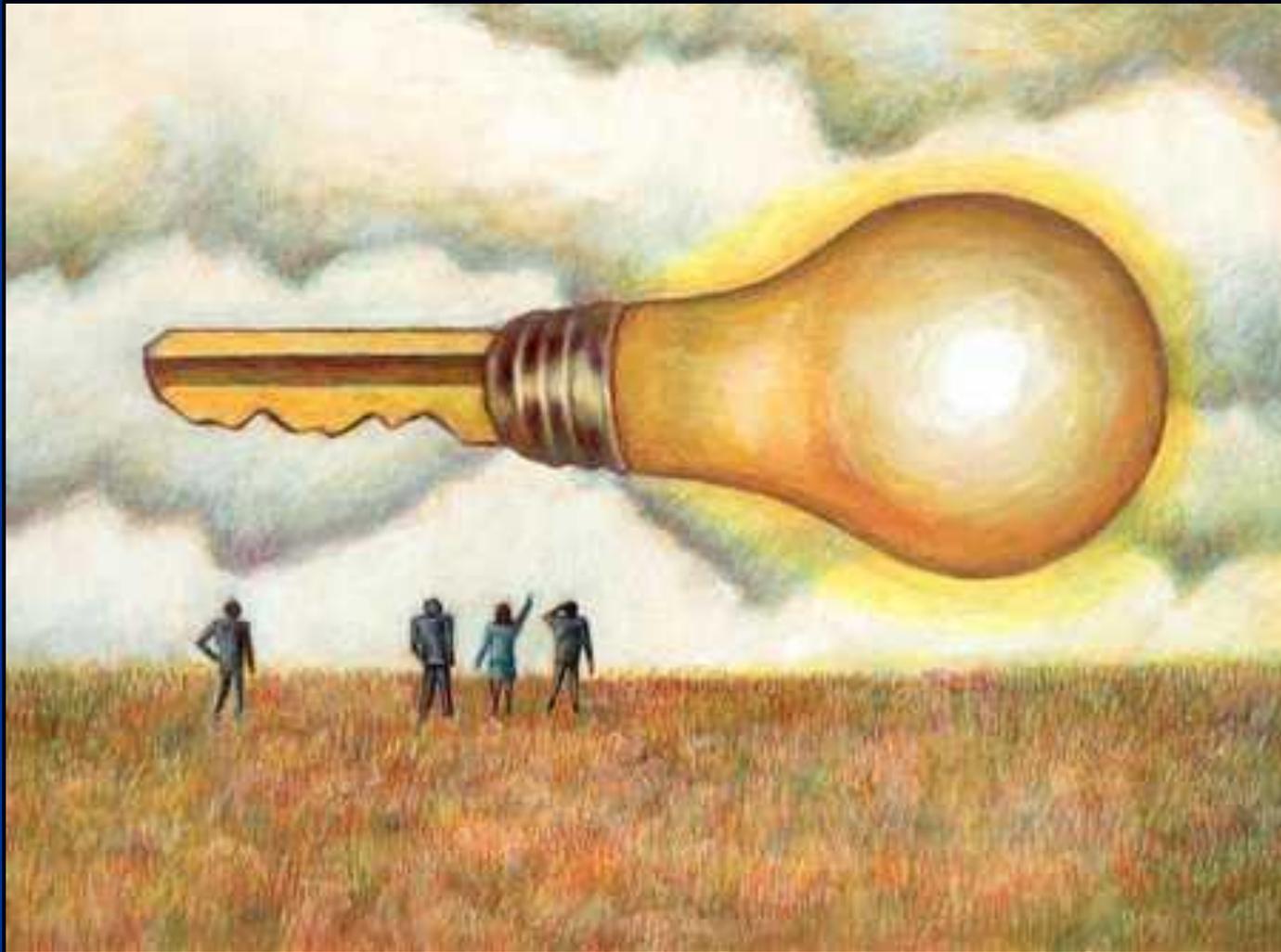
**All 10 of those are important.
For this presentation we will focus on
communication with our patients.
Think of it this way, you are starting a new
long term relationship with someone & for
it to work we must communicate openly &
effectively.**

**Cool Hand Luke, 1967
Paul Newman**

What we've got here is a
FAILURE TO COMMUNICATE



Some Key Ideas for Successful Communication



What Pts Think!

Your Perception Is Your Reality!



“Truth will always be truth, regardless of lack of understanding, disbelief or ignorance.”

~ William Clement Stone

Always remember that pts may interpret things you say differently than you intended.

How do you respond to a new idea?

Often people are hesitant & apprehensive. Remember chiropractic is a new idea to many people & of course they may have already passed judgement before they see you.



Activity

Can We Change Our Own Behavior?

Only 1% keep their New Year's Resolution for the year.

93% blow it by Jan 12th!

Try this: List your top 3 personal flaws.

They can be anything, (lose weight, be more tolerant, etc.)

If you can't think of any perhaps that is one of your flaws.

Also your partner probably already has the list.



Now I bet two things:

1. You have had these flaws for a long time.
2. you've tried changing these flaws before & have failed

ME TOO!

Lesson: No matter how smart you are, you still struggle to change your behavior. So remember when you're coaching patients, be more empathetic, as they may struggle too.

Not Just Us

Ask your local hypnotherapist or acupuncturist about their experience with new patients & all the misunderstandings & disbeliefs they have to deal with..



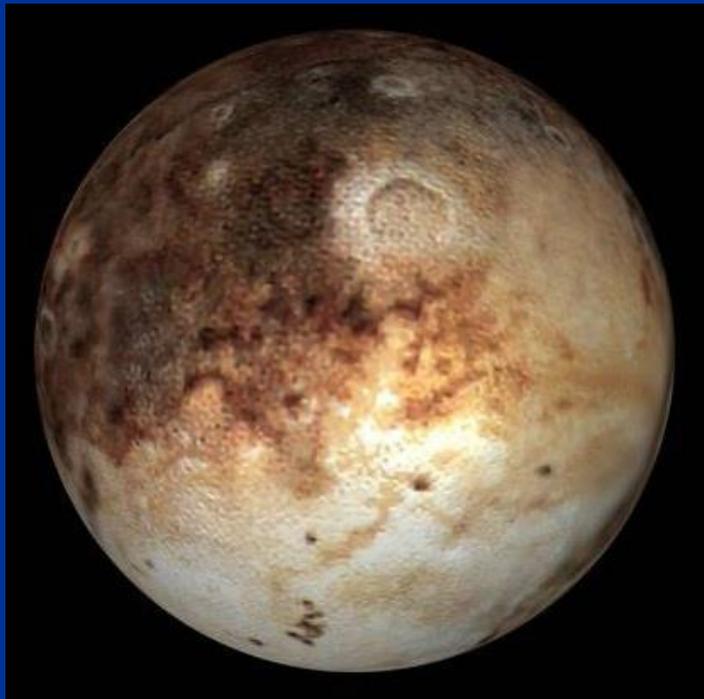
Shifting Paradigms?

Pluto Not A Planet?

Science says **NO** to Pluto, but for those of us who grew up being taught Pluto was a planet & we'll likely keep that belief no matter what the scientists say.

Now relate that same principle to your patient's mindset, they grew up with the medical model and...

Lesson learned! It takes a lot to change someone's beliefs.



How many visits does it take to shift the patient's paradigm about chiropractic? Perhaps it never completely shifts, what I know for sure is that every visit is an opportunity to educate.



Patient Education



(public has no idea what we are selling)
Reverend Samuel H. Weed, selected two Greek words, ‘cheir’ and ‘praktikos’, meaning when combined, “done by hand” Chiropractic.
Great to help pts identify with our title.

Educational Posters & Tables

Have educational posters & tables in your office. The more the better. Have a poster or table (think science fair style) for every common question so you can walk up to the poster or table & explain the concept to your patient. Have the posters printed or use butcher block paper. Design your own educational tables. Use information cards so the patient can read & learn on their own.

We have **FREE** posters for you on the
Back to Chiropractic website: [Free Materials](#)

Exercise

Diet

Attitude

"Despite everything life is good!"
Anne Frank - 1929-1945

"Happiness is not something ready made.
It comes from your own actions."
- Dalai Lama

Medicine

American Medical System:
#1 cause of death!

1. Introgenic 999,936
2. Heart disease 685,089
3. Cancer 556,902

Medical Errors!
Imagine knowing that a jumbo jet filled with 400 people crashes in the US every day! The equivalent of 390 jumbo jets are crashing each year due to medical errors!

HMOs spend more treating ADRs than on the actual drugs! ADRs are #1 in cost of malpractice payouts!
Research Institute Centers for Medicare

Stress

Stressed Out!
90% of all disease is stress related
American Institute of Stress, 2006

Bang Head Here

Stress Reduction Kit

Cancer

"Cancer has one prime cause. The replacement of normal oxygen respiration of the body's cells by an anaerobic (oxygen-deficient) respiration."
Dr. Otto Warburg - Nobel Prize 1931

How to Prevent Cancer

1. max BMI of 25, limit adult weight gain to 11 lbs. (daily moderate/wkly vigorous activity)
2. eat 5 or more servings of fruits & veggies daily
3. eat 7 or more portions of complex carbs daily
4. decrease processed foods & refined sugars
5. limit alcoholic drinks: 1-women, 2-men daily
6. limit red meat to no more than 3 oz daily
7. decrease fatty foods, particularly animal fats
8. limit intake of salted foods & use in cooking
9. eliminate tobacco use

Poor diet, lack of exercise & unhealthy lifestyle are responsible for 65% of cancer deaths!
American Cancer Society

The best health care is first be proactive & take care of yourself before you have symptoms. - Marcus Strutz, DC

Posture Screenings

Poor Coordination

Growing Pains

Heavy Backpacks

Poor Posture

Scoliosis

Forward Head

Asthma

Allergies

HAVE YOUR FAMILY CHECKED NOW.

EARLY DETECTION IS THE KEY TO PREVENTION.

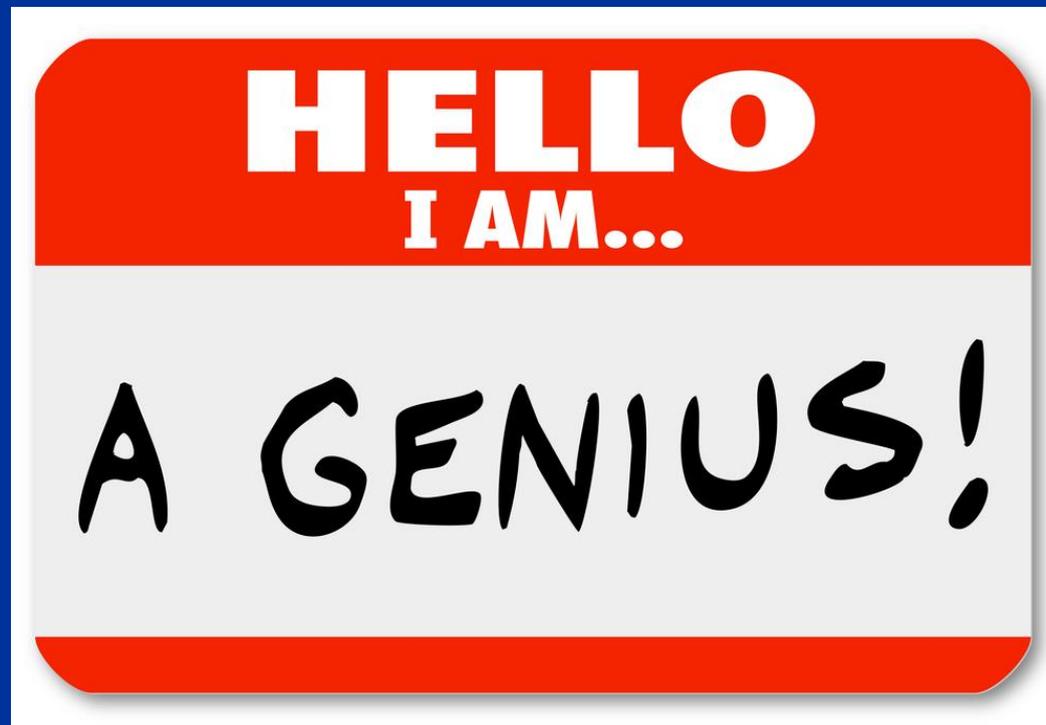
REMEMBER... AS THE TWIG IS BENT SO GROWS THE TREE

Talk Over The Patients Head

Impress the patient on that initial visit. Most new patients have no idea about your level of education. To establish that you're "the doctor" is crucial in your long term relationship with the patient, so that 1st impression is super important. They should be able to conclude that you are highly educated just by listening to you & that you **DIDN'T** just attend a weekend course.



How smart do you sound on a routine visit?
Okay now the patient has come in multiple times & the visit doesn't take long. Do you still sound like that highly educated doctor you were on that first visit or are you now having routine conversations?
Record yourself & hear how you sound.



What Do You Talk About In The Office?



Holidays



Family



Finance



Sports



Weather



Politics

In Psychology there is something called Approach Tendencies. The concept is that people tend to approach (talk about) only things they are comfortable or familiar with. So the 6 topics above are what most of your patients would tend to want to talk about. Since they are not familiar with chiropractic they tend to **NOT want to talk about it. Have you ever had a patient visit where chiropractic & health never comes up? Don't feel bad everyone has.**

So how do we get the patient to talk about chiropractic?

The White Board

Did you know that 250,000 people DIE each year from IATROGENIC causes?

Point to the L5 vertebra on the anatomy chart.

Next week: What is the Patella?

Put a white board up in your office. Ask thought provoking questions that stimulate chiropractic conversation. Multiple choice, true/false, open ended, define big words, concepts, identify on a chart or x-rays all work well. Change it daily or weekly.

Take the magazines out of your waiting room!
Your office is the only place to learn about
chiropractic. Provide your patients with **EASY** to
understand chiropractic or health information.
Also take the time to highlight the drug ads in the
mainstream magazines & the long list of
contraindications & side effects.



The Chiropractic Menu

Sandwiches & Snacks	Mains	TEX MEX
- Soup of the Day with a Freshly Baked Baguette * (Lunchtimes Only) - H & V £1.45	Served with Continental, Coleslaw & Minted Potato Salads or Baked Potato & Vegetable Stir Fry. Or with Chips if you like!	TEX MEX Fajitas - H Our Fajita options are all served on a red hot skillet, with Pepper & Chared Onions, a separate Salad, with Guacamole, Salsa, Soured Cream & two large Flour Tortillas.
- Toasted Panini Served with Continental Salad & Nachos £2.85 £3.55	Boz Rump Steak £4.95 Served with a generous portion of onion rings	Skillet Chicken* £3.85 Skillet Beef £3.95 Skillet Quorn - V £3.85 Skillet Prawns £3.95
Mozzerella, Basil & Roasted Veg - V Ham, Cheese & Tomato Tuna Melt Cajun Chicken & Salsa - H Brie Tomato & Rocket - V	Roasted Lemon Pepper Salmon Filet with Lime Mayonnaise £3.95	BURITO A large stuffed Flour Tortilla topped with melted Cheese, Salsa, Guacamole & Soured Cream served with a Salad
- Club Sandwich Three layers of Toasted Bread filled with Continental Lettuce, and a side order of Nachos, Tomato & your choice of: £2.95 £3.65	Slow Baked Lasagne £3.95 Served with Garlic Bread Slices	Chilli Beef £3.65 Refried Beans - V £3.65 Cajun Chicken & Bell Pepper £3.65
Chicken & Bacon Avocado & Brie - V Smoked Salmon & Cream Cheese	Vegetable Lasagne £3.95 Served with Garlic Bread Slices	Chilli Beef & Rice £3.95 Topped with Soured Cream
	Eddie Moans Deep Filled Pies Served with Creamy Mash or Chips and Peas £4.50	Combo's Meat £4.65 Chicken Skewers, Garlic Bread, Onion Rings, Lattice Fries, Garlic Mushrooms & Tortilla Chips served with Soured Cream, BBQ Sauce & Salsa
	Shepherds Pie Pie Steak & Kidney Roast Chicken & Sage Chicken Balti	Vegetarian - V £4.65 Chargrilled Mediterranean Vegetable Kebabs, Garlic Bread, Onion Rings, Lattice Fries, Garlic Mushrooms & Tortilla Chips, served with Soured Cream, BBQ Sauce & Salsa
	Jumbo Fish'n'Chips £3.85 Served with Bread & Butter	
Salads	ALL DAY Breakfast 1 Egg, 2 Bacon, 2 Sausage, 2 Hash Browns, Beans or Tomato, Mushrooms Toast or Fried Bread + Hot Drink £3.95	
Prawn & Avacado with Sweet Chili Tomato Dressing - H £3.95	Veg Opt. 3 Veg Sausage + 1 more Egg. No Bacon or Meat Sausage.	
Warm Bacon, Stilton & Walnut with Caesar Dressing £3.95		
Avacado, Sundried Tomato, Seared Pimento & Stilton Salad - H & V £3.95		
All served topped with warm crispy Herb Croutons & a warm Half Baguette	Check out our breakfast board for your early starters!	

Restaurants have in house menus, a take home version & menus posted on their websites. They also post menus on their windows facing the street so when they are closed...Hmmm Most chiropractic offices have nothing like this. Take a look around your office. Can you easily find out about all the different conditions you care for? How about the techniques & services you offer? No? Okay, let's get started on fixing this problem.

The Chiropractic Menu

The idea is to add to your initial intake form, perhaps 1-2 pages of information that will address these issues:

- Things You Need To Know
- Frequently Asked Questions (FAQs)
- Misconceptions

All should be posted in your office,
on your website & available to take home.

Activity

Things You Need To Know,

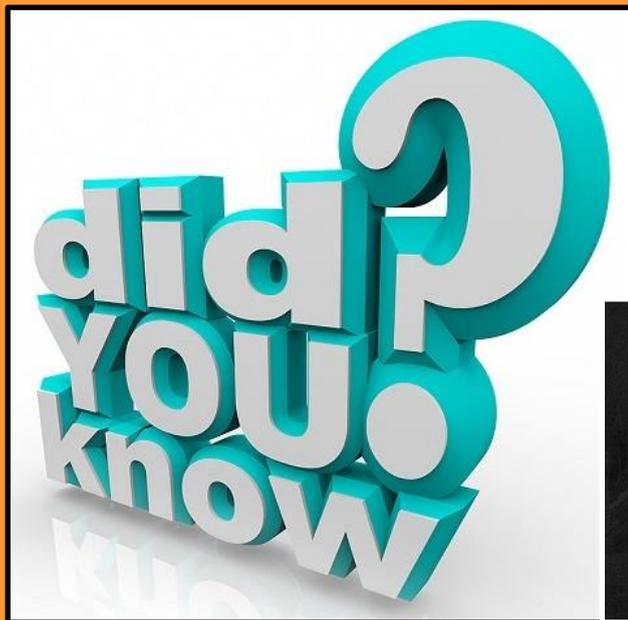
Frequently Asked Questions & Misconceptions

Make a list of the top 10 things you want to have your patients understand **BEFORE** they start care.

Brainstorm on answers & develop “scripts” for these questions. Include these on your initial intake form.

(Note: there’ll be overlap in these categories & that is okay.)

Make posters, hand-outs & post on your website.



Things You Need To Know, FAQs & Misconceptions

1. **What is chiropractic? How well does it work?**
2. **Chiropractic is an alternative to pharmaceutical drugs & surgery.**
3. **Chiropractic is licensed in all 50 states & is a 4 year postgraduate program.**
4. **When to choose chiropractic if you have pain or symptoms ~ Testimonials**
5. **Why can DCs help with so many different conditions?**
6. **Pain is a poor indicator of health.**
7. **Why do I hurt when nothing happened?**
8. **When to choose chiropractic if you don't have pain: wellness care.**
What are the non-pain benefits?
9. **There are many different techniques & specialty areas within chiropractic.**
10. **Care is like working out or physiotherapy, (needs to be done more than once).**
11. **Once I go, I'll have to go forever?**
12. **What is a chiropractic adjustment? How does it work?**
13. **Is chiropractic safe?**
14. **Does the adjustment hurt? Does it hurt afterwards?**
15. **Why is a visit or adjustment so short?**
16. **You can be sore after the first few visits and that is okay.**
17. **What is that popping sound?**
18. **Is the bone being popped back into place?**
19. **Are bones actually moving?**
20. **Why is the 1st adjustment so loud & all the rest not?**

Add more if you like, oh here's one, make sure they are crystal clear about the cost upfront, no surprises.

Activity

Try this. Define & describe chiropractic in one paragraph for the patient. You will see that it is not that easy to formulate a simple explanation for the patient.

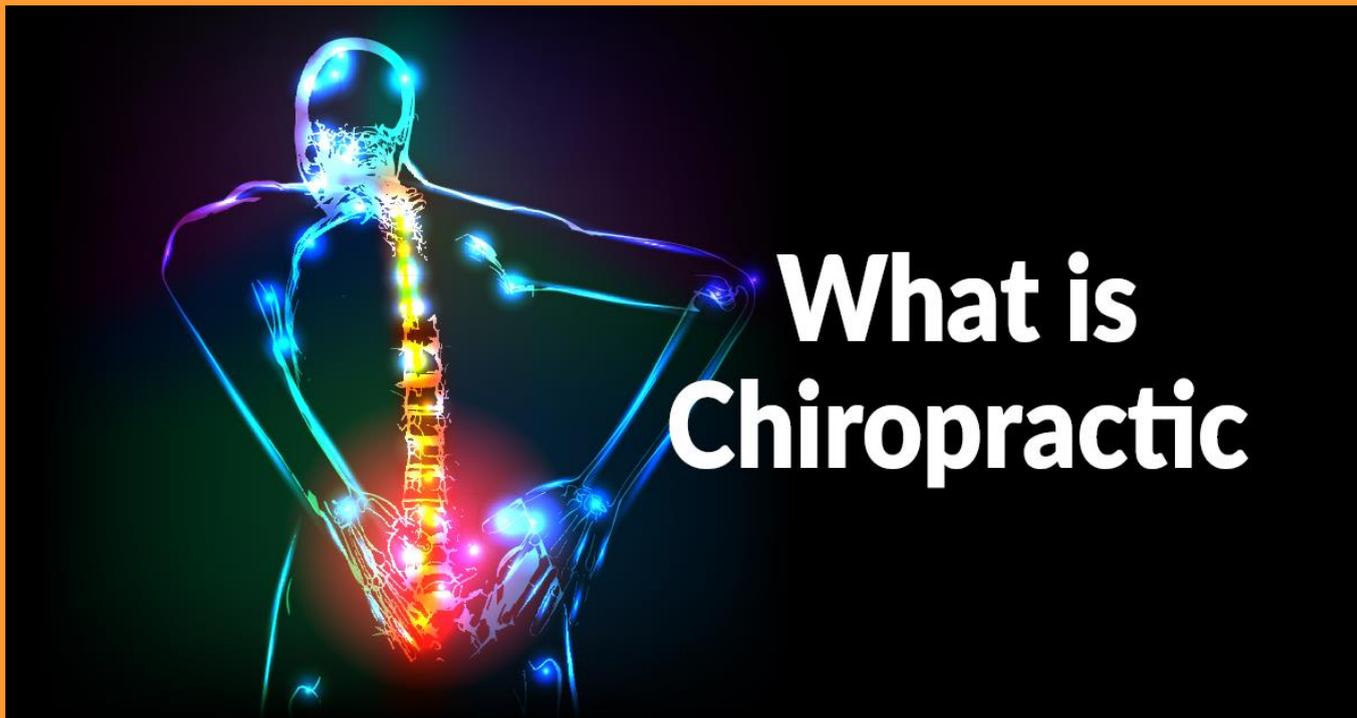
Many chiropractic concepts are hard to explain.

We need to constantly educate our patients.



What Is Chiropractic?

Chiropractic is a health care profession that focuses on disorders of the musculoskeletal system & the nervous system, & the effects of these disorders on general health. Chiropractic services are used most often to treat neuromusculoskeletal complaints, including but not limited to back pain, neck pain, pain in the joints of the arms or legs & headaches. (see list of conditions managed)



Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

You should go to Chiropractor only when you _____ pain.

- a. have**
- b. don't have**
- c. either situation**

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

c. either situation

Most people measure their health simply by whether or not they have pain and/or symptoms. This is a mistake as most injuries & disease processes begin with no pain and may take months or years before pain or symptoms even surface. Our Wellness patients understand this concept. With Chiropractic care many of our patients have experienced improvement in: ability to perform activities of daily living, ability to perform activities of enjoyment, athletic performance, strength, balance, blood pressure, breathing measurements, flexibility, digestion, posture, sleep patterns, energy level, pulse rate, attitude and mental clarity. Also you may experience: weight loss, decreased stress levels, fewer colds, decrease in need for pharmaceutical drug use and prevention of surgery.

The Chiropractic Experience

- Corrects the cause, doesn't just treat symptoms
- Improves immunity, overall body function & overall health
- Relief from pain & symptoms
- Quicker recovery & back to work faster
- Can prevent surgery
- Safe, painless & affordable health care
- Natural, no drugs or needles

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Free Materials

- **Restores normal nerve supply**
- **Normalizes blood flow**
- **Slows spinal degeneration & improves disk health**
- **Improves posture & restores mobility**
- **Relieves stress, tension & increases energy**
- **Slows aging**
- **Improves athletic performance**
- **Allows better sleep**

backtochiropractic.net

Free Materials



Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

Your results with Chiropractic Care may vary due to:

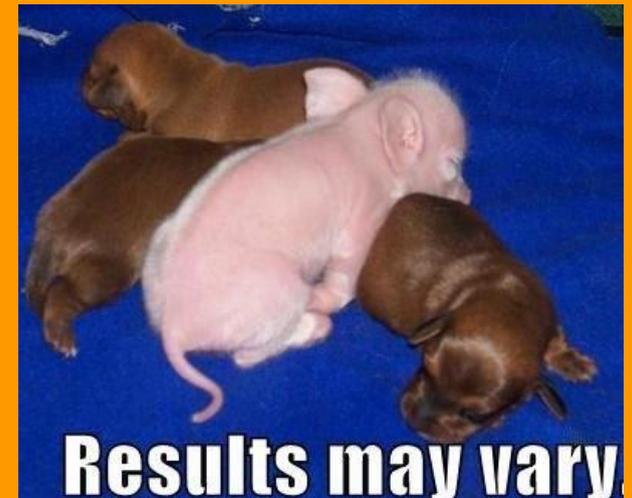
- a. How long you've had the injury**
- b. Severity of the injury**
- c. Your age**
- d. all of these**

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

d. all of these

Your results with Chiropractic Care may vary for many reasons: How long you've had the injury, the severity of the injury, your age, your overall health & ability to recover, your compliance with the Chiropractors care plan and your ability to avoid activities that make the injury worse. It is important to understand every injury is different for every patient. We will make our best prognosis for your specific situation.

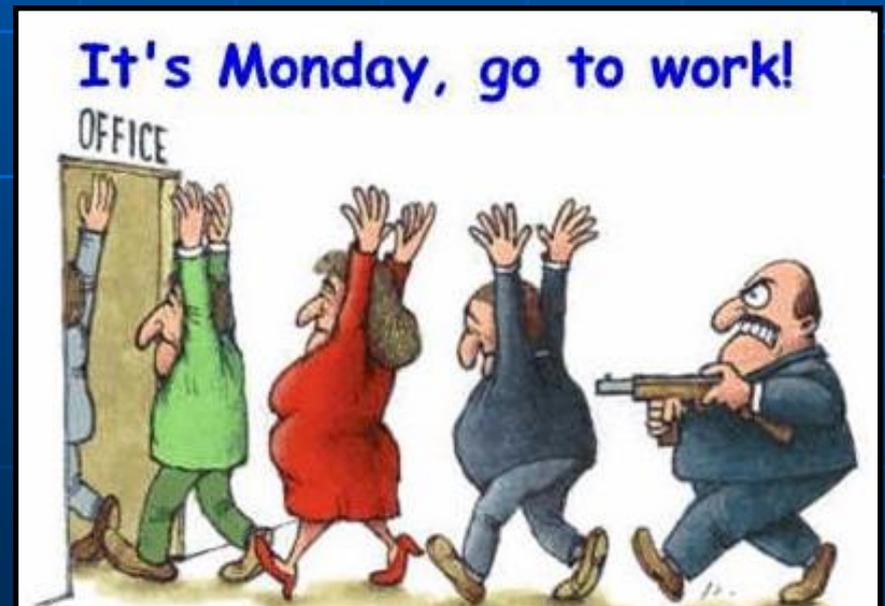


Why your Results May Vary!

1. Severity of the injury.
2. How long you have had the injury.
3. Your age.
4. Your overall health & ability to recover.
5. Your compliance with care.
6. Ability to avoid activities that perpetuate the injury.

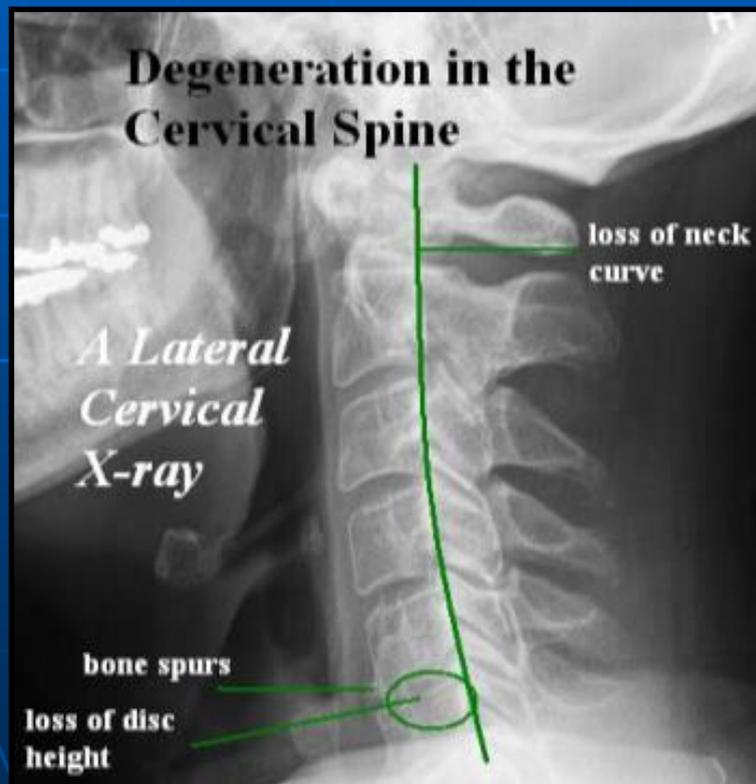
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Free Materials



**Your condition is common
but NOT normal.**

**Normal is NOT common.
Super important to let the pt know this!**



Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

According to Consumer Reports _____% gave chiropractic an 8 or higher, when asked to rate satisfaction.

- a. 57 b. 67 c. 77 d. 87**

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

d. 87%

Consumer Reports has long been the leader with surveys. This one regarding Chiropractors is a good representation of most patients interactions in our office.



Survey Says: They Love Us

88% who tried chiropractic said it helped a lot!

Completely or very satisfied:

Chiropractor 59%

Physical Therapist 55%

Acupuncturist 53%

Physician, specialist 44%

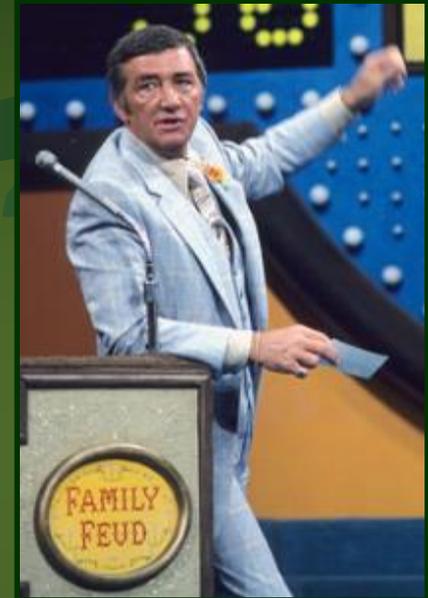
Physician, primary-care doctor 34%

Asked to rate satisfaction on a 10 point scale,

87% gave chiropractic an 8 or higher.

56% rated their chiropractor with a perfect 10.

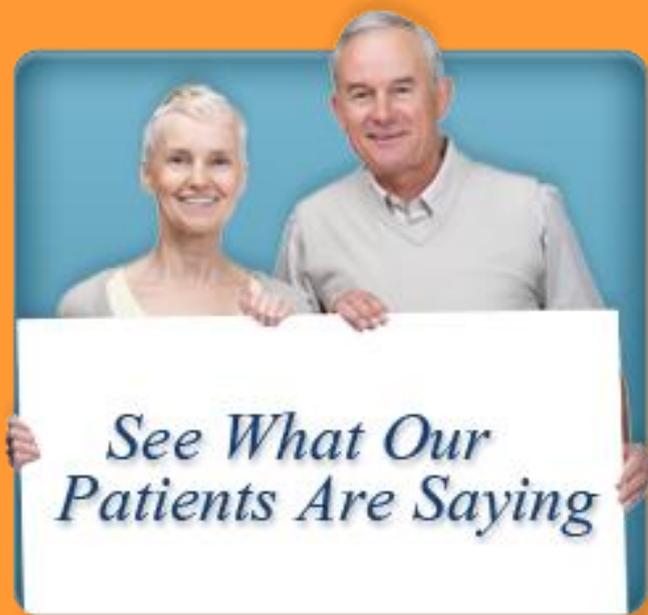
Consumer Reports ~ May 2009



When To Choose Chiropractic If You Have Pain Or Symptoms ~ Testimonials

**Testimonials are great to have posted on your website
& in your office.**

**Patients like to read about your success cases it makes them feel
better about their own care
& boosts their confidence about **you**.**



Who Do We Need As Patients

Need to get the word out about your office?

These are important people in your community who can easily spread the word. Make them your patients.

➤ **Hair Salon/Barber**

➤ **Dentist**

➤ **Grocery Store Clerk**

➤ **Bank Teller**

➤ **Post Office Clerk**

➤ **UPS/FedEx Driver**

➤ **MDs**

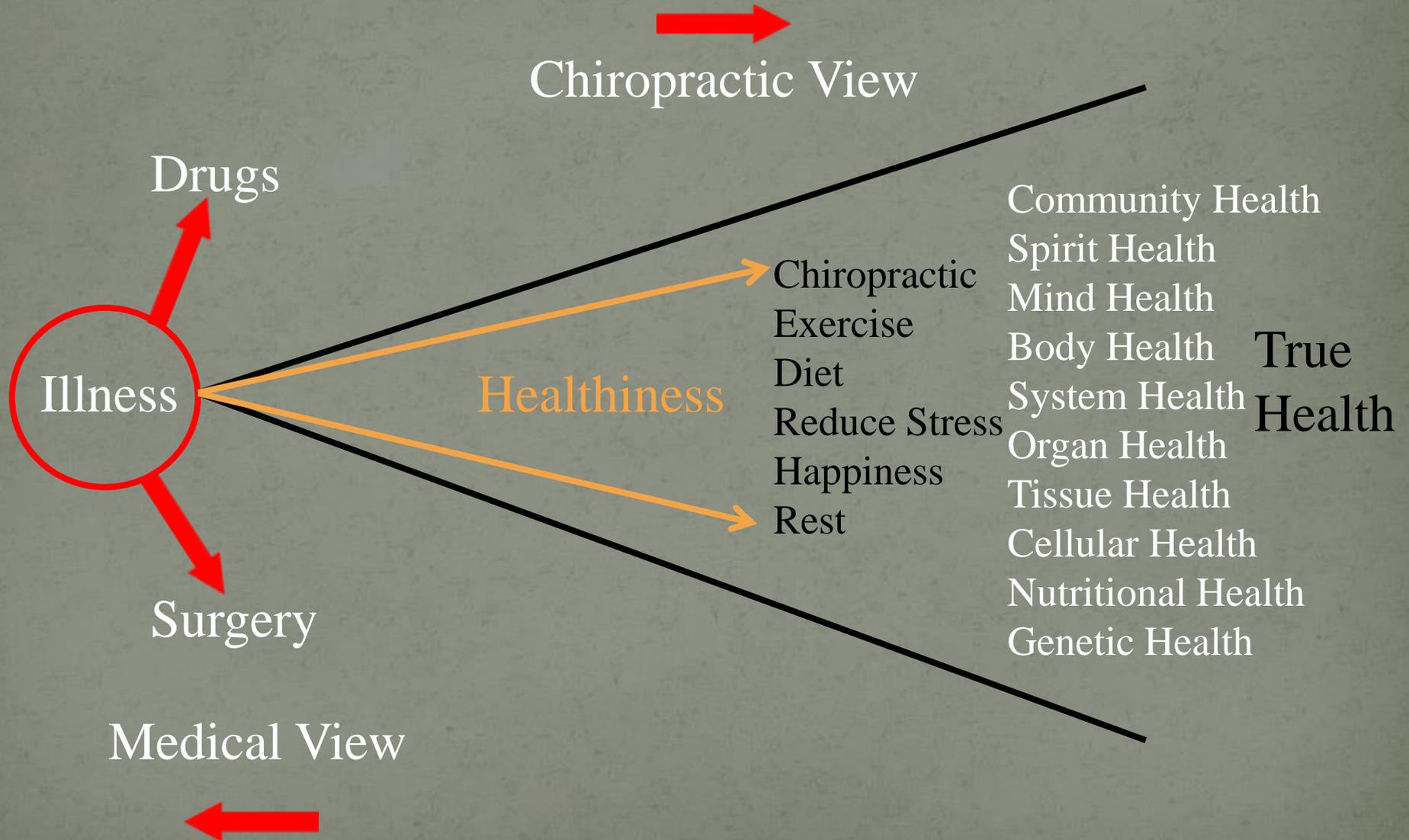
(yes find 2-5 MDs who get what you are doing & work with them, can be a great referral source)

Chiropractic: Alternative To Pharmaceuticals & Surgery

Health Topic	Chiropractic	Western Medicine
Base Strategy	Proactive: stay healthy.	Reactive: symptom, pain based.
Care Strategy	Whole body approach.	Focal illness approach.
Philosophy	Body is self healing with innate intelligence.	Body is machine, needs help to be fixed.
Flu Vaccine	No. Build natural healthy immunity to fight flu bug.	Yes. Use vaccine to build antibodies to fight flu bug.
Pharmaceuticals	No. Find natural ways to get healthy and stay healthy. Don't want toxins in body.	Yes. Use chemistry to aid body function. Systems are weakened need assistance.
Drug Side Effects	Concerned, find alternative.	Minimizes. Feel reward over rides risk of side effects.
Surgery	No. Explore chiropractic option first.	Yes. Often seen as best option.

Add to the chart as many as you want.

Chiropractic & Western Medicine



Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

According to the Journal of Manipulative and Physiological Therapeutics: patients whose primary care doctor was a chiropractor experienced _____% less in pharmaceutical costs.

- a. 55 b. 65 c. 75 d. 85**

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

d. 85%

Chiropractic is an alternative health care, that is without pharmaceuticals. All pharmaceutical drugs have contraindications and side effects, often severe, including death.

The logo for "Chiropractic Works" features the word "Chiropractic" in a dark blue, rounded font. Below it, there are two wavy blue lines. To the right of these lines, the word "Works" is written in a bold, red, rounded font.

**Chiropractic
Works**

Choose Chiropractic

Think differently about staying healthy!

A 7-year study showed that patients whose primary physician was a **Chiropractor** experienced the following results:

60%

Less hospital admissions

59%

Less days in hospital

62%

Less outpatient surgeries

85%

Less in pharmaceutical costs

Source: Journal of Manipulative and Physiological Therapeutics; May 2007, 30(4); 263-269. Richard L. Sarnat, M.D., James Winterstein DC., Jerrilyn A Cambron DC, PhD

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

Chiropractic is licensed in _____ states?

- a. All 50 b. 42 c. 37 d. 32**

Chiropractic is licensed in all 50 states & is a 4yr postgraduate program

DC Class Hours	Subject	MD Class Hours
520	Anatomy	508
420	Physiology	326
271	Pathology	335
300	Chemistry	325
114	Bacteriology	130
370	Diagnosis	374
320	Neurology	112
217	X-Ray	148
65	Psychiatry	144
65	Obstetrics & Gynecology	198
225	Orthopedics	156
2,887	TOTAL HOURS	2,756
Adjusting, Manipulation, Kinesiology, and other similar basis subjects related to their specialty.	Other required subjects for doctors of medicine/doctors of chiropractic	Pharmacology, Immunology, general surgery, and other similar basic subjects related to their specialty.
4,485	GRAND TOTAL HOURS	4,248

Post this chart in your office

backtochiropractic.net ~ **Free Materials**

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

Chiropractors help with which of the following conditions?

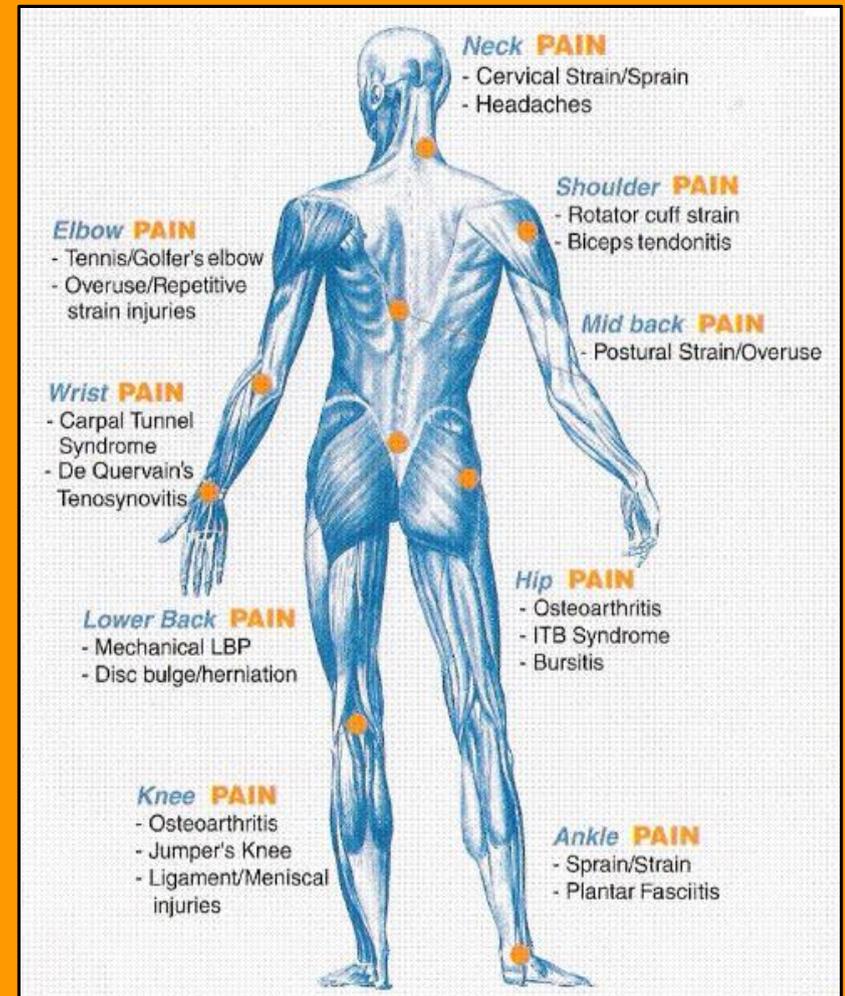
- a. only low back pain**
- b. only neck pain**
- c. both low back & neck pain**
- d. many conditions**

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

d. many conditions

Patients are often unaware of how many different conditions Chiropractors can help with. Why is this? Chiropractors are trained in moving ALL joints in the body. Adjustments improve proper joint motion, which directly and indirectly affects: joints, muscles, the nervous system, the vascular system, the respiratory system and more. Ask for our list of conditions that we work on, I'll bet you'll be surprised.



Activity

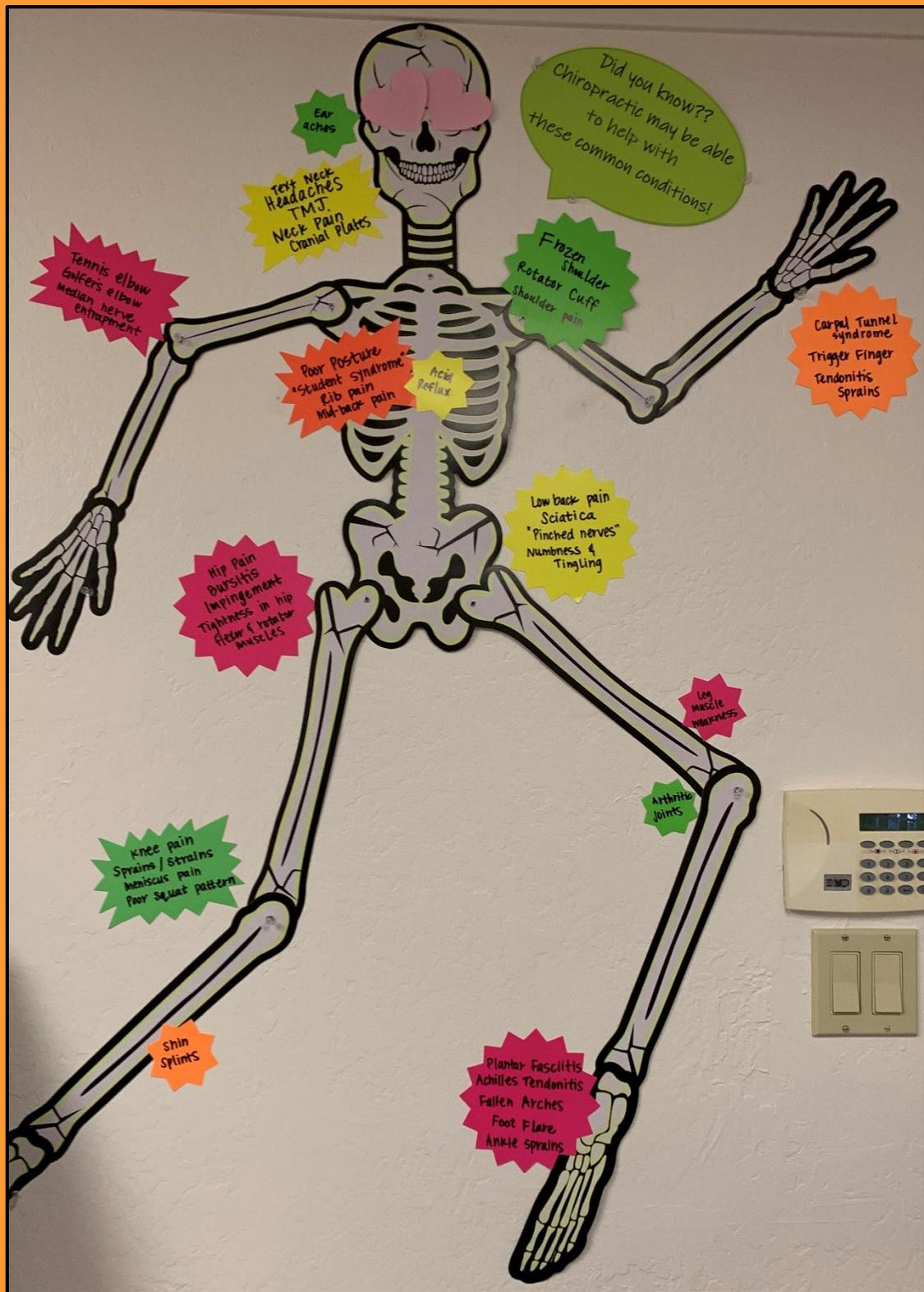
Patient Education: When To Choose Chiropractic! Pain & Symptom Based

This should be part of your initial intake form:

Make a list of your top 20 common conditions that you care for in your office. These are your “bread & butter” high success rate cases. This list should be easily found on your office window, on your website, on your initial intake form & in your waiting room. Hmmm... he keeps saying that!



Common Conditions Seen by DCs



Common Conditions For DCs

Neck Pain

Headaches/Migraines

Shoulder Pain

Frozen Shoulder

Rotator Cuff

Elbow Pain

Wrist/Hand Pain

Carpal Tunnel Syndrome

Back Pain

Hip/SI Joint Pain

Sciatica

Knee Pain

Ankle/Foot Pain

Plantar Fasciitis

Arthritic Joints

Numbness/Tingling

Pinched Nerves

Bursitis

Fibromyalgia

Tendonitis

Motor Vehicle Injuries

Sports Injuries

Personal Injuries

Worker's Comp Injuries

Why Can DCs Help With So Many Different Conditions?

Great question! Patients are often confused why you can help with so many seemingly unrelated conditions.

The secret of course is all these conditions are either directly or indirectly related to joint motion. Whether it's a specific soft tissue joint problem or a neurological or vascular system issue, improving joint motion can help with many conditions.

See list of common conditions cared for by DCs.



Excerpts from the Initial Intake Form

(All of these are designed so the patient sees all the conditions & regions of the body you care for. It also begins to introduce the concept of wellness benefits.)

Reason Seeking Care: Pain/Injury Related YES NO

Wellness/Health Maintenance YES NO

Have you been to a chiropractor before? YES NO

Briefly describe that experience:

Did the last chiropractor adjust your spine? YES NO

If yes, was there a “popping” sound when they adjusted you? YES NO

Expectations of care:

How many visits to our office do you anticipate? _____

In our chiropractic office we provide many services for your health.

To get an idea of what you need please take the following survey.

How much time per day at home are you willing to commit to your goals?

_____hours _____minutes

Please score yourself from 1 to 10 below in each health category & then indicate if you are interested in receiving help in these areas. You can select as many or as few as you like.

Neck pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my neck pain: Yes No

Mid-back/rib cage pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my mid-back/rib cage pain: Yes No

Low back pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my low back pain: Yes No

Shoulder pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my shoulder pain: Yes No

Elbow pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my elbow pain: Yes No

Wrist/hand pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my wrist/hand pain: Yes No

SI joint pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my SI joint pain: Yes No

Hip joint pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my hip joint pain: Yes No

Knee pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my knee pain: Yes No

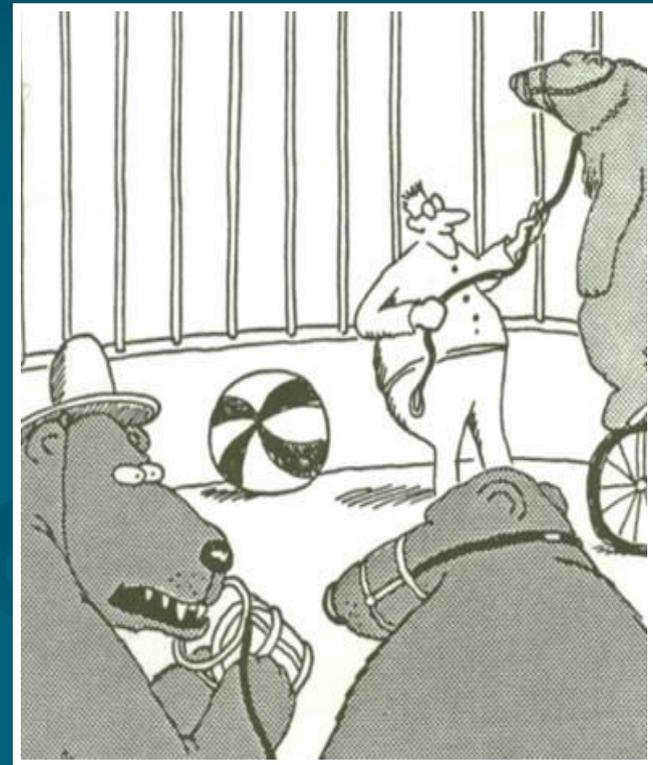
Ankle/foot pain: 1 2 3 4 5 6 7 8 9 10 (1 no pain at all, 10 extreme pain)

I would like help and/or info on decreasing my ankle/foot pain: Yes No

Wellness Care: When To Choose Chiropractic If You Don't Have Pain Or Symptoms. What Are The Non-pain Benefits?



Let the discovery of
wellness begin!



“Well, hey... These
things just snap right off.”

Activity

When To Choose Chiropractic Wellness Care!

This should be part of your initial intake form:

Make a list of the top 20 wellness (non-pain or symptom) benefits of chiropractic care. This list should be easily found on your office window, on your website, on your initial intake form & in your waiting room.

Hmmm... he said it again!



Wellness (non-pain or symptom) Benefits Of Chiropractic Care

Put this list on initial intake form.

Activities Of Daily Living

Athletic Performance

Balance

Blood Pressure

Breathing Measurements

Decreased Stress

Fewer Colds

Increased Flexibility

Increased Range of Motion

Improved Digestion

Improved Posture

Improved Sleep Patterns

Increased Energy

Neurological Test Improvements

Orthopedic Test Improvements

Pulse

Respiration Rate

Strength

Prevention of Surgery

Weight Loss BMI

Mental Clarity

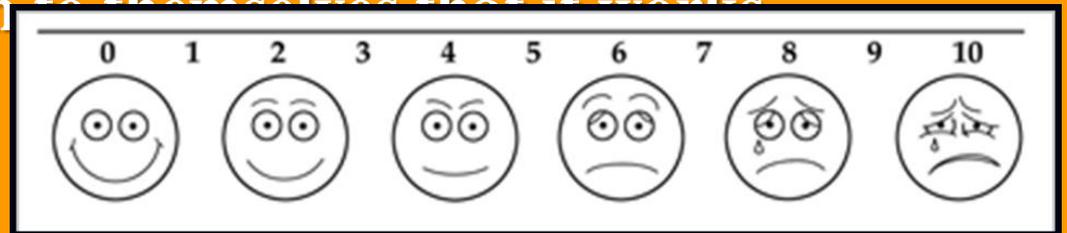
Attitude Improvement



Activity: Measuring Wellness Benefits?

How do we measure wellness?

We'll subjectively measure the categories from the previous slide. Instead of objective measurements, (yes keep doing those in your office), for the wellness we will simply just ask the patient their opinion or subjective measurements. I've created an initial intake form that asks how the patient feels they rate in the wellness categories on a scale of 1-10. After 1-3 months they take it home & score themselves again. As they go through each category they will see that chiropractic makes noticeable & measurable changes. This validates chiropractic wellness care from **THEIR** perspective,



Please score yourself from 1 to 10 below in each health category and then indicate if you are interested in receiving help in these areas. You can select as many or as few as you like.

Energy level: 1 2 3 4 5 6 7 8 9 10 (1 low energy, 10 high energy)

I would like help and/or info on increasing my energy level: Yes No

Diet and nutrition: 1 2 3 4 5 6 7 8 9 10 (1 horrible diet, 10 excellent diet)

I would like help and/or info on improving my diet and nutrition: Yes No

Exercise program: 1 2 3 4 5 6 7 8 9 10 (1 horrible exercise habits, 10 excellent habits)

I would like help and/or info on exercise: Yes No

Ability to sleep well: 1 2 3 4 5 6 7 8 9 10 (1 horrible sleeper, 10 excellent sleeper)

I would like help and/or info on getting a good night's sleep: Yes No

Stress level: 1 2 3 4 5 6 7 8 9 10 (1 no stress at all, 10 extreme stress)

I would like help and/or info on decreasing my stress: Yes No

Headache frequency: 1 2 3 4 5 6 7 8 9 10 (1 constant headaches, 10 never)

I would like help and/or info on decreasing my headaches: Yes No

Please score yourself from 1 to 10 below in each health category and then indicate if you are interested in receiving help in these areas. You can select as many or as few as you like.

Posture: 1 2 3 4 5 6 7 8 9 10 (1 poor posture, 10 perfect posture)

I would like help and/or info on improving my posture: Yes No

Breathing: 1 2 3 4 5 6 7 8 9 10 (1 poor breather, 10 good breather)

I would like help and/or info on improving my breathing: Yes No

Blood pressure: 1 2 3 4 5 6 7 8 9 10 (1 poor blood pressure, 10 normal blood pressure)

I would like help and/or info on improving blood pressure: Yes No

Add as many as you like!

These next two are super important as they matter the MOST to the patient.

Daily Activities: 1 2 3 4 5 6 7 8 9 10 (1 unable to perform, 10 able to perform)

(ex: house chores, driving distance, sitting extended period, etc)

I would like help and/or info on improving my ability to perform daily activities: Yes No

Please list 5 activities of daily living you can't perform at 100% (ex: house chores, driving distance, sitting extended period, etc)

- 1.**
- 2.**
- 3.**
- 4.**
- 5.**

Enjoyable Activities: 1 2 3 4 5 6 7 8 9 10 (1 unable to perform, 10 able to perform)

(ex: golf, gardening, play with kids)

I'd like help and/or info on improving my ability to perform enjoyable activities: Yes No

Please list 5 activities that you really enjoy that you can't perform at 100% (ex: golf, gardening, play with kids)

- 1.**
- 2.**
- 3.**
- 4.**
- 5.**

Here is a sample of the Wellness Re-Eval Form

Follow-up Health Evaluation Date _____

Please circle Increased/Decreased or Improved/Worsened in each health category and write in by what percent.

Neck pain: Increased or Decreased by _____%

Mid-back/rib cage pain: Increased or Decreased by _____%

Low back pain: Increased or Decreased by _____%

Shoulder pain: Increased or Decreased by _____%

Elbow pain: Increased or Decreased by _____%

Wrist/hand pain: Increased or Decreased by _____%

SI joint pain: Increased or Decreased by _____%

Hip joint pain: Increased or Decreased by _____%

Knee pain: Increased or Decreased by _____%

Ankle/foot pain: Increased or Decreased by _____%

Energy level: Increased or Decreased by _____%

Diet and nutrition: Improved or Worsened by _____%

Exercise program: Improved or Worsened by _____%

Ability to sleep well: Improved or Worsened by _____%

Stress level: Increased or Decreased by _____%

Headache frequency: Increased or Decreased by _____%

Posture: Improved or Worsened by _____%

Breathing ability: Improved or Worsened by _____%

Blood pressure: Increased or Decreased by _____%

Score the activities of daily living that you put on your initial health form by % Improved or Worsened.

1.

2.

3.

4.

5.

Score the activities you really enjoy that you put on your initial health form by % Improved or Worsened.

1.

2.

3.

4.

5.

Activity

Wellness Care Outside The Office

Let's Make a List of 10 things patients can do outside the office to become healthy & stay healthy.

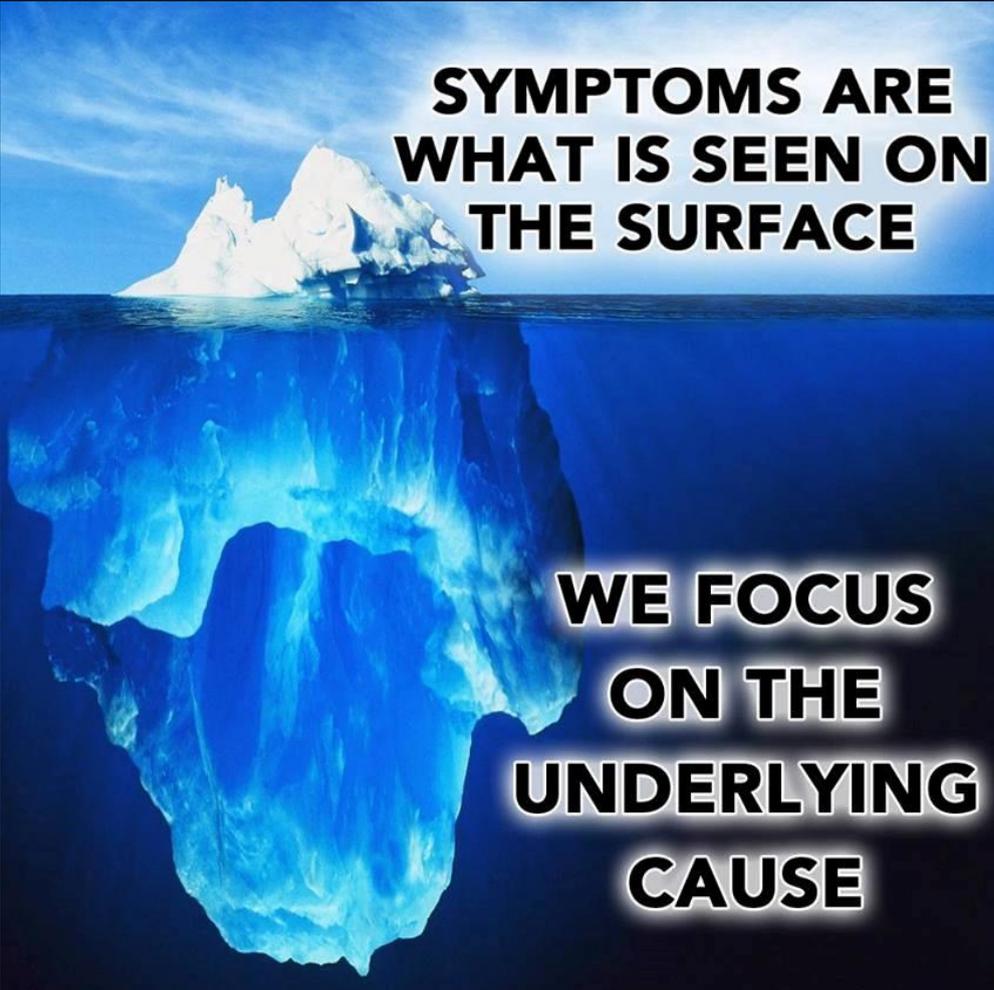
- 1. Lift weights**
- 2. Cardio exercise**
- 3. Stretch**
- 4. Get proper sleep**
- 5. Eat moderately, eat slow & chew**
- 6. Eat fruits & vegetables**
- 7. Drink water**
- 8. Decrease stress**
- 9. Choose happiness**
- 10. Do at least one good deed a day**
- 11. What else should be on this list??**

VAS Math!

1st VAS	2nd VAS		%
8	7	1	12.5%
7	6	1	14.3%
6	5	1	16.7%
5	4	1	20.0%

Convert the VAS change into a percentage, as it sounds better. Your pain was an 8 and now it is a 7, that is 12.5% better.

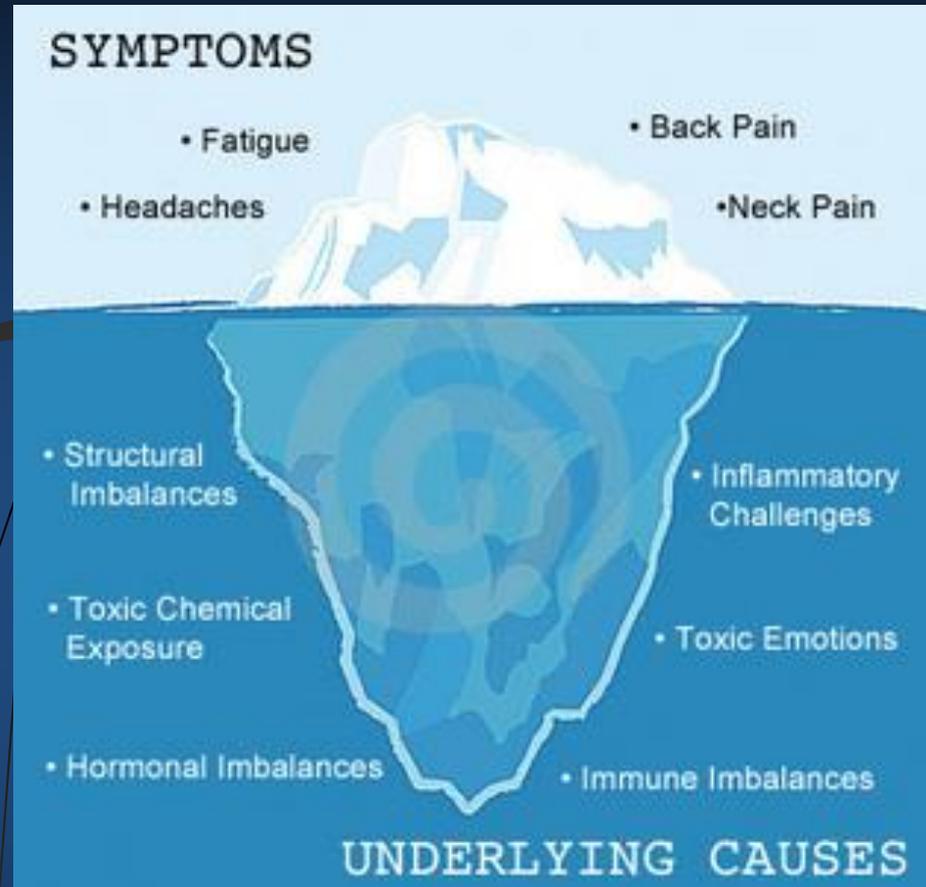
Pain Is A Poor Indicator Of Health



**SYMPTOMS ARE
WHAT IS SEEN ON
THE SURFACE**

The image shows a large iceberg floating in the ocean. The tip of the iceberg, which is above the water line, represents symptoms. The much larger part of the iceberg, which is submerged below the water line, represents underlying causes. The text is overlaid on the image in white, bold, sans-serif font.

**WE FOCUS
ON THE
UNDERLYING
CAUSE**



**Changing pts awareness of health can lead to better choices!
Many processes including inflammation &
degeneration happen below the conscious level!**

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

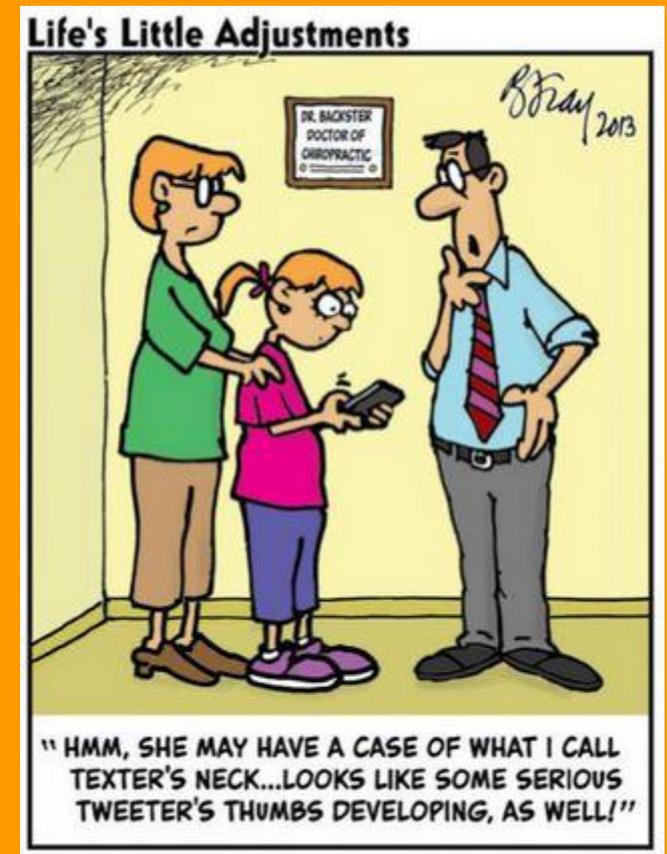
True or False. Most patients who go to a Chiropractor have a one-time trauma.

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

False.

Most patients have pain/symptoms because of something called Repetitive Micro-trauma. A common question by new patients is “Why do I hurt when nothing happened?” The answer is repeating something multiple times over a long period of time. Examples of repetitive activities that can lead to pain syndromes include: sitting at a desk, daily driving, repetitive activities like computer/phone usage.



Why Do I Hurt When Nothing Happened?

Patients often say: “Nothing happened, why do I have pain?” Of course the answer is repetitive micro-trauma. Try using this analogy: How long does it take for pants to wear out? It may take years before they slowly wear-out, take a look at these pants.

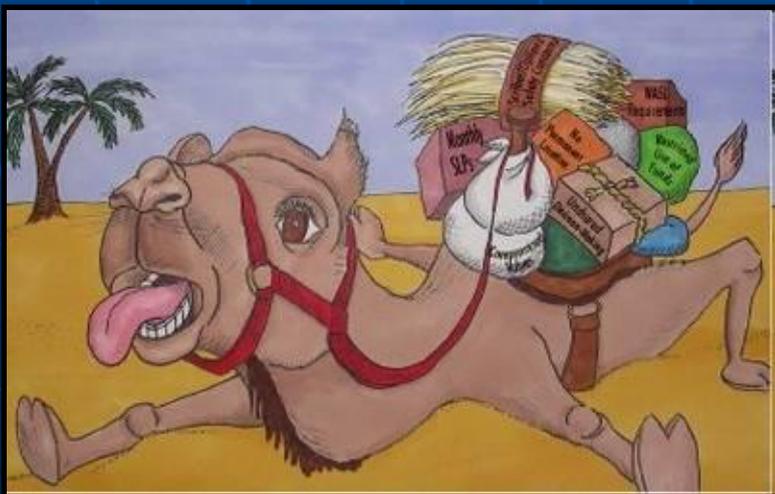
Macro-trauma they understand. A single identifiable event occurred at the knee.

Micro-trauma needs to be pointed out. Slowly over time the pant pocket region wore out from keys rubbing there. This is analogous to hunching over a computer keyboard for years.



More Repetitive Micro Trauma Confusion

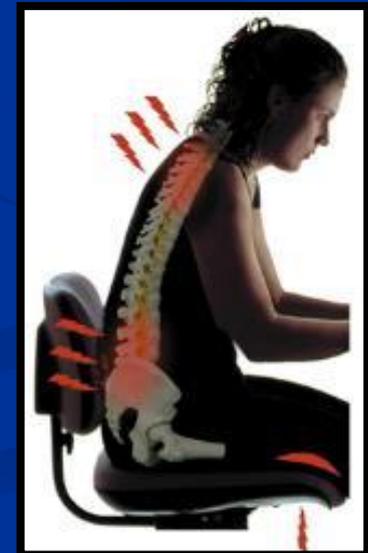
I was tying my shoes & my back went out. You hear that all the time. If you tie your shoes every day & your back goes “out” once, then it can’t be from tying your shoes- otherwise it would happen every day. **So what happened?** Your muscles slowly fatigued over time from routine daily activities, & then one day your back goes into spasm & the patient thinks it must be from a singular event. They need to understand that **is not** what happened. It’s the proverbial “straw that broke the camel’s back”.



Repetitive Micro Trauma Demonstration

Try this: Have your pt palpate your traps when you have relaxed proper posture. Then pretend to: drive, cook, brush your teeth, use a mouse, read, etc. They will feel the difference. Ask them what **THEY** think would happen after an entire day, week, month, year or lifetime of this tension. This **IS** why they hurt even though “**nothing happened**”!

Try this on the low back too!



Myth Buster ~



I don't need a Chiropractor, my pain is gone. Pain is often the first thing to go in the healing process; think broken arm. Cancer & diabetes can develop for years before you're aware of symptoms. If you're feeling good couldn't you feel even better? Think dental care, oil change & proactive health! **Wellness care, adjusting areas that don't hurt?**



LIVE LONG & HEALTHY?

Take the quiz and add up your score. That's the number of years you can expect to live above or below your life expectancy. These aren't the only factors that determine your longevity, but these are the ones you can control. Good luck.

Build	Athletic	Thin	Average	Overweight	Obese	Score	
	5	3	0	-5	-10	_____	
Exercise	Intense	Moderate	Periodic	Light	Sedentary		
	5	3	0	-3	-5	_____	
Stress	None	Mild	Moderate	High	Constant		
	5	0	-1	-4	-7	_____	
Sleep/hours	<6	6	7	8	>9		
	-3	0	1	2	-3	_____	
Cholesterol	140	160	200	220	240		
	3	2	0	-3	-5	_____	
Blood Pressure	110/60	120/80	140/90	160/100	170/120		
	3	0	-2	-3	-5	_____	
Smoking	Quit 10+ years ago never					4	_____
	Quit within last 10 years					0	_____
	Smoke occasionally/second hand smoke					-3	_____
	1 Pack daily					-7	_____
	2 Pack daily					-12	_____
Drugs	Seldom					1	_____
	Some aspirin & OTC drugs					0	_____
	Heavy aspirin & OTC drugs					-4	_____
	Regular use of prescription drugs					-6	_____
	Heavy use of prescription drugs					-10	_____
Diet	Low fat no refined foods					5	_____
	Moderate fats/few refined foods					3	_____
	Typical fats/several refined foods					0	_____
	Few fruits & vegetables/mostly refined foods					-3	_____
	Fad diet					-5	_____
Breakfast	Everyday					1	_____
	Sometimes					0	_____
	None					-1	_____
	Coffee only					-2	_____
	Coffee & donut					-3	_____

Health Quiz

Have the patient identify the areas they need to improve in by taking this quiz.

The big questions:
Do they want to & can they?

Free Materials

Physiological Response To A Chiropractic Adjustment Other Than Pain Relief



Get some motion in that spine!

Chiropractic...

Choosing The Right Type Of Care For You

Choosing the type of care that fits your needs at this point in your life is one of the most important decisions you can make. Your health is your responsibility and I am excited to serve you however you see fit.

My main goal is to help you to make educated choices in regard to the different types of health care available in the office. There are three types of care:

- * Do Nothing Right Now
- * Relief/Band-Aid Care
- * Life Enhancement/Corrective Care

Do Nothing Right Now

Although "Do Nothing At All Now Care" reflects a "save it for a rainy day" attitude, most people understand that the problem will most likely get worse with time. Maybe the symptoms will go away, but the underlying problem still needs to be addressed. I trust that you received important information about your body and your health for future decisions.

Relief/Band-Aid Care

This type of care is designed for people who want to focus only on relieving immediate symptoms. This is similar to taking an aspirin for low back pain. The pain may temporarily go away but it does nothing to address the underlying cause.

Ignoring the cause often leads to more serious problems. In the same way, pressure on the spine and the nervous system can alter physical and chemical structures, possibly leading to dysfunction and degeneration of the soft tissue, nerves, muscles, ligaments, disc and bone. The problem will most likely return again and again, often becoming worse. I am glad to address relief for your immediate symptoms and I will be here for you if you choose to later address and correct the underlying problems.

Life Enhancement/Corrective Care

Life Enhancement/Corrective Care is what Chiropractic is really all about. This care helps you get the most out of your body for the rest of your life. It goes beyond providing immediate relief and addresses the underlying cause of your problem. Correcting vertebral subluxations, removes the interference in your spine and allows the nervous system to function properly, thus realizing the highest level of health. This level of care is designed to bring about stabilization and healing.

This process takes Time, Repetition and Energy. Once your nervous system has started the healing process and functions closer to 100%, it pays you back many times over. You may then develop a stronger immune system, higher energy levels, better sleep patterns, clearer mental focus and a higher quality of Life.

My goal is to give you the information and support to make an informed decision about your health care.
The choice is yours.



backtochiropractic.net

[Free Materials](#)

Benefits of Chiropractic in Asymptomatic Pts

- * Studies reported improvements in neurocognitive function, visual field blind spot analysis, visual acuity, salivary cortisol levels, muscle strength & savings in health care costs.**
- * Improved: ROM, muscle strength, surface EMG, immune response, endorphin levels, BP, heart rate & spirometry.**
- * Significant changes: agility, balance, kinesthetic perception, power & speed reaction in asymptomatic athletes.**

The Benefits of Adjustments

All tissues of the back: muscles, ligaments, jt capsules & discs - respond & heal well when adjusted.

- 1. Restores motion - symmetry & ROM**
- 2. Normalizes biomechanics & load distribution**
- 3. Pumps out waste products & edematous fluid**
- 4. Improves discs & articular cartilage nutrition**
- 5. Relaxes tight muscles**
- 6. Normalizes proprioception**

7. Stimulates sensory-motor reflexes improving dynamic muscular stabilization of jts
8. Accelerates healing - as movement:
 - ↑↑ metabolic rate
 - ↑↑ collagen & protein production
9. Improves alignment of new connective tissue

Malik Slosberg, DC

**Negative Effects of Immobilization-
Deconditioning Syndrome**

Craig Liebenson, DC

backtochiropractic.net

Free Materials

Chiropractic Diversity:

Does our diversity confuse the public?

There are many different techniques & specialty areas within **chiropractic**. Compare us to dentists. Every dentist seems to be exactly the same from the public's perspective.

Go to 10 different chiropractors & you may get 10 different experiences. Let patients know what techniques you use & what specialties you provide. This should be easily found on your office window, on your website & in your waiting room. Remember effective communication needs to start **BEFORE** that 1st adjustment.



Chiropractic Diversity: Techniques

Activator Methods

Active Release Therapy

Applied Kinesiology

Atlas Orthogonal

Atlas Specific

Bio Cranial Therapy

BEST

Bioset

Blair Upper Cervical

Chiropractic Biophysics

Cox Flexion-Distraktion

Cranial Technique

DNFT

Diversified

Drop Table

Gonstead Technique

Grostick Technique

Herring Cervical Technique

HIO - Hole in One

Logan Basic Technique

Myofascial Technique

Network Chiropractic

NUCCA Technique

Pettibon Spinal Biomechanics

SOT

Thompson Terminal Point

Technique

Toftness Technique

Toggle Recoil Technique

Top Notch Visceral Techniques

Tortipelvis/Torticollis

Total Body Modification

Webster Technique

Chiropractic Diversity: Specialty Areas

Wellness/Maintenance

Exercise Programs in office

Extremity

Manipulation Under Anesthesia

Neurology (DACNB)

Nutrition (DACBN)

Orthopedics (DABCO)

Pediatrics

Radiology (DACBR)

Rehabilitation

Sell supplements in office

Soft Tissue Work

Sports Physician (CCSP, DACBSP)

Taping/Bracing

Traction

Veterinary

X-Ray in office

**Let your patients know
about all of your special
skills & services you
provide.**



Care Is Like Working Out Or Physiotherapy: (it needs to be done more than once)

A friend went to a PT for knee rehab & the PT said, “this is NOT like chiropractic which takes just one visit”.

There is a common misconception that a chiropractic adjustment is popping the bone back into place & it should take just one visit. Yikes! That is a dislocation.

(please see slides on popping sound & the adjustment)

DCs need to educate their patients on the actual process that is occurring rather than allowing them to continue to believe this erroneous idea.

Joints, soft tissue & systems (musculoskeletal, nervous, cardiovascular & respiratory systems primarily) are being reconditioned. This takes time, much like the gym.

Imagine going to the gym just once!

Once I go, do I have to go forever? **NO!**

Be sure that this is on your initial intake form. We DON'T want the patient to be worried about this. Give them a prognosis & time table for their condition & then an option for wellness care.

They should only come in as long as they want the benefits of chiropractic care. So we must educate them about the wellness benefits of care.

Analogies: exercise, diet, dental care, car tune-up. All of these are done on a maintenance level as well. Ask the patient why they do these things. Let them know that chiropractic isn't just about eliminating symptoms, it's about gaining, maintaining & improving ones health.



What Is A Chiropractic Adjustment? How Does It Work?

Bend your finger back until it's painful. A biopsy won't reveal a tumor, infection or any lesion. But releasing the finger & letting it return to its "position of comfort" will allow the pain to subside. We need to think about low back pain in a similar way -functionally. 97% of back pain seen by primary care physicians is mechanical in origin -there's something wrong with the muscles, ligaments or connective tissues.

Physician & Sports Medicine, 1997.

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

A Chiropractic adjustment does all of the following except:

- a. Tightens contracting muscles**
- b. Allow new chemicals to flow into the cells**
- c. Allows inflammatory chemicals & normal metabolic cellular waste products to flow out**
- d. Stretches and/or breaks-up adhesions**

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

a. Tightens contracting muscles

At the joint level, Chiropractic adjustments cause all of the following: Relaxes tight contracting muscles, allows new chemicals to flow into the cells (which helps with healing damaged tissue), allows inflammatory chemicals & normal metabolic cellular waste products to flow out (which helps decrease pain and pressure, and increase joint motion), stretches and/or breaks up adhesions (this increases muscle function and joint motion), and allows for overall improved joint motion.



What's Going On?

With Macro or Micro Trauma...

1. Pt has tight contracting muscles (acute and/or chronic)
2. Chemicals become trapped in the soft tissue cells (acute inflammatory, chronic inflammatory and/or normal natural cellular metabolic waste products)
3. Adhesions form (visible under microscope within 4 days)
4. Joints involved now have restricted motion.
5. With time the cycle continues & all of the above becomes worse. Important to adjust sooner than later to slow these processes.

What's Going On?

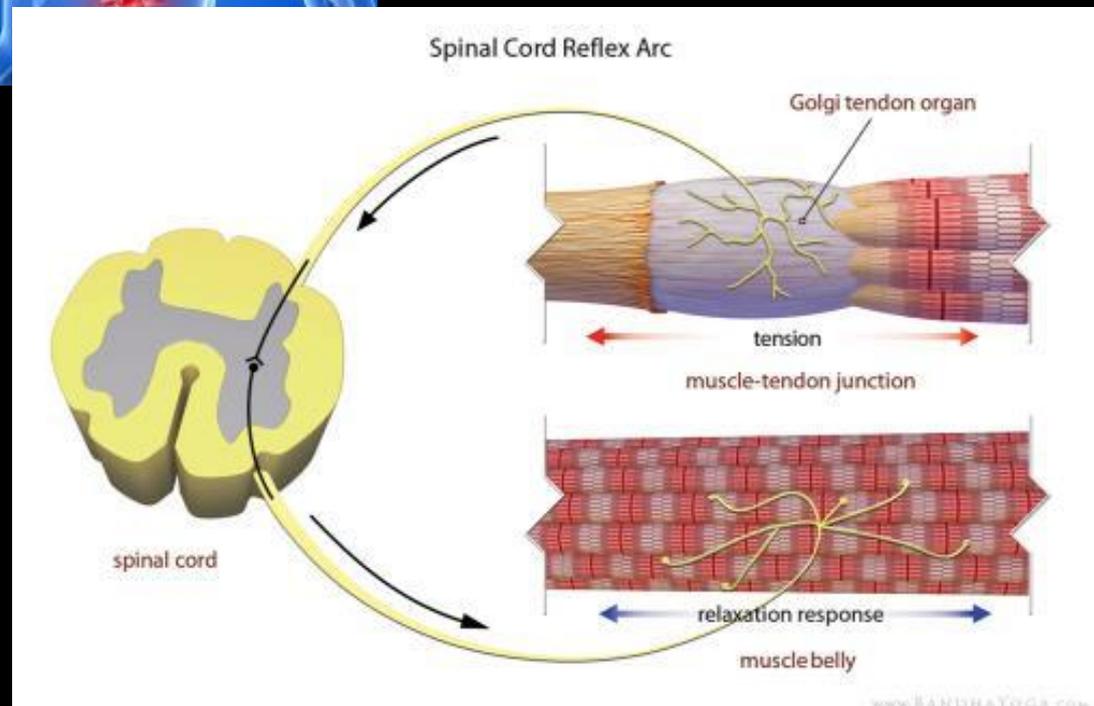
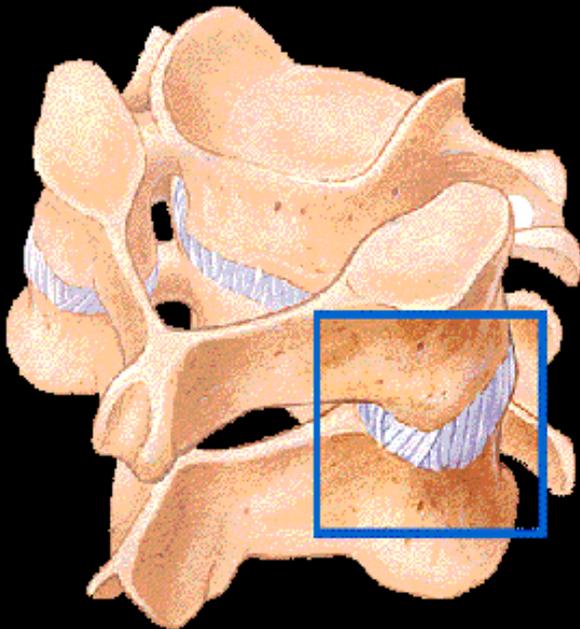
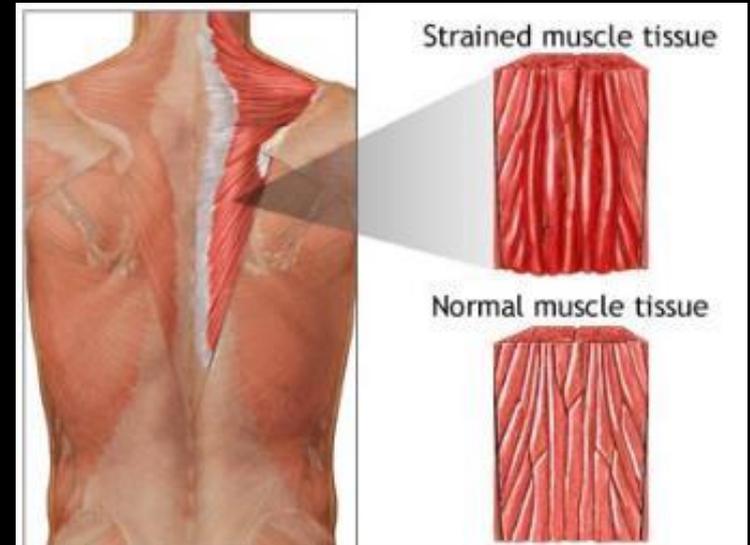
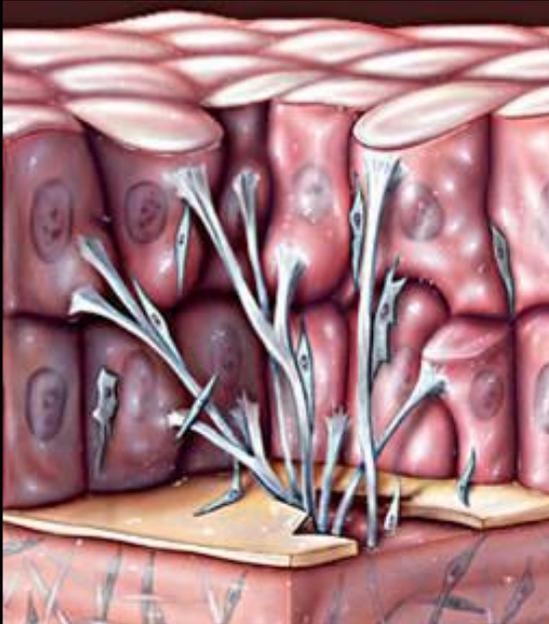
Adjustments:

1. Relax tight contracting muscles
2. Allow new chemicals to flow into the cells
3. Allow acute/chronic inflammatory chemicals & normal natural metabolic cellular waste products to flow out
4. Stretch and/or break up adhesions
5. Allow for improved joint motion

Why Focus on Alignment?

List Top 10 Benefits of Chiropractic Care

What's Going On?



Critical Factor: Speed

A fast stretch of sufficient speed fires GTOs inhibiting alpha motor neurons ipsilaterally. This immediately increases the length of the muscle, have the patient notice the instant change in range of motion.



GTO & Muscles

Analogies: Carrying groceries or fire wood.

In both cases there are 2 possibilities.

1. You slowly drop the load, this is due to muscular fatigue, your muscles can't hold.

2. The load drops all of a sudden, this is due to the GTOs being stimulated from sudden excess load & the GTOs in turn shut off the muscle spindles. This is exactly what happens during an adjustment.

How Safe Is Chiropractic?

This is an obvious concern of patients whether they say it or not. So address the issue up front.

Putting Neck Pain Treatment Risks into Perspective



© American Chiropractic Association

Sources: Available at www.acatoday.org/Infographic

Don't Get Complacent!

Is a neck adjustment a big deal?

In terms of doing it perhaps not, as you do it all the time. But in terms of the benefit it **IS** a huge deal. Remember to the pt it **IS** a big deal, as they may be concerned about injury or just afraid of the unknown. So explain it, don't minimize it & keep your head in the game!



“It’s a simple operation. Routine. Boring. I’m only doing it for the money.”

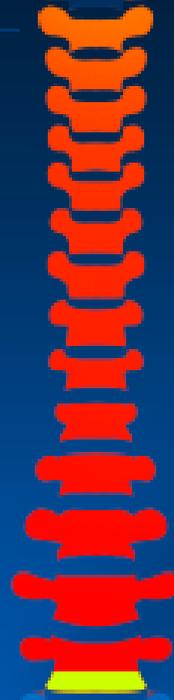
Likelihood of Surgery For Workers with Back Injuries

First point of contact:
surgeon/MD

42.7%

First point of contact:
chiropractic physician/DC

1.5%



© American Chiropractic Association

Source: Keeney et al (2012) Spine

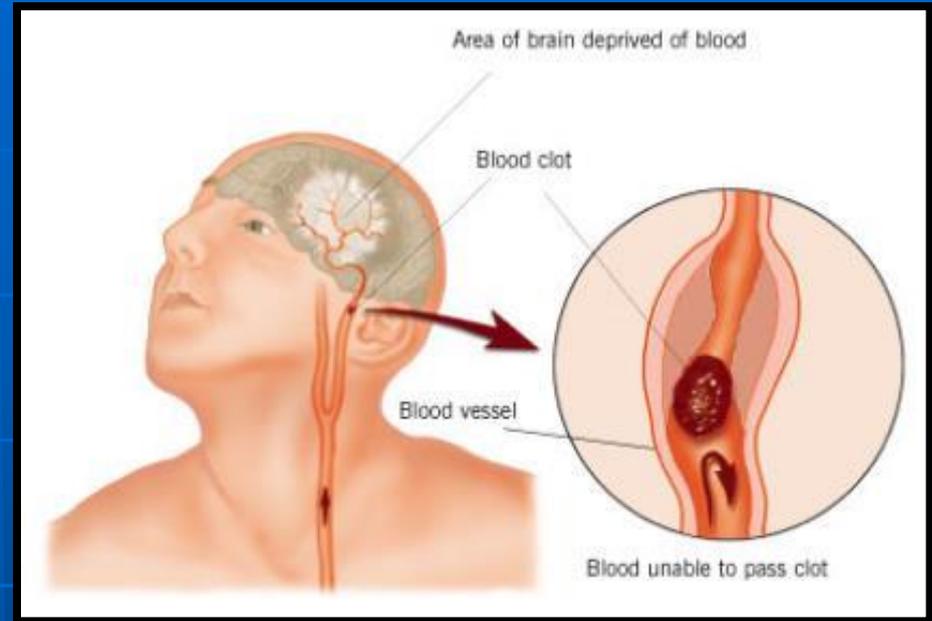
DC's Safer!

Compared to chiropractic:
You are twice as likely to
become disabled from
physical therapy treatment
& **60%** more likely to
become disabled from
medical care

**Journal of Occupational and
Environmental Medicine, 2011**



Stroke Risk



Rotational manipulation of the upper cervical spine is most likely to cause a stroke. Pure rotation also is **NOT** the most effective, efficient biomechanical motion. Often the pt will be sore after a rotation only adjustment as we did not use I-S, lateral flexion or flexion to open the jt.

What is the prevalence of Stroke/Dissection?

Annual incidence of

- Carotid Artery Dissection (CAD) 2.5 - 3 per 100,000
- Vertebral Artery Dissection (VAD) 1 - 1.5 per 100,000
- Dissections account for 2% of ischemic strokes

*Church Study of 2016 (conducted by a team of Neurosurgeons at Penn State)

Population of 324.7 million in the US (www.census.gov)

8,929 CAD's + 4,058 VAD's = 12,987 total annual dissections

Approx 260 Total Strokes in the US resulting from all dissection causes

Kosloff/Elton Study, 2015 (1,829 VBA stroke cases)

"We found no significant association between chiropractic care and the risk of VBA stroke. We conclude that manipulation is an unlikely cause of VBA stroke."

JOSPT Study, 2015 (24 stroke cases)

"Recent minor mechanical trauma or strain to the head or neck appears to be associated with cervical arterial dissection. In rare cases it has been associated with cervical manipulative therapy."

Church Study, 2016 (Large MetaStudy Analysis, Penn State Neurosurgery Dept.)

"our analysis shows a small association between chiropractic neck manipulation and cervical artery dissection. This relationship may be explained by the high risk of bias..., and in particular by the known association of neck pain with CAD and with chiropractic manipulation. There is no convincing evidence to support a causal link."

VBA Strokes?

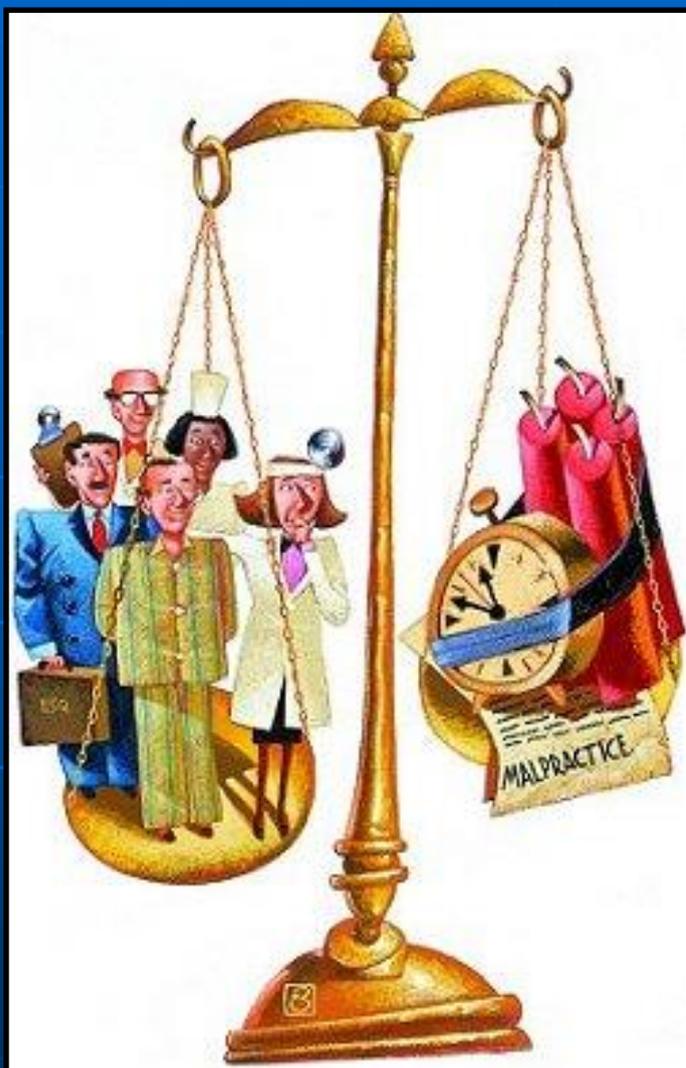
There is no evidence of excess risk of VBA (**vertebrobasilar artery**) stroke with chiropractic when compared to primary care.

The ↑ risk of VBA stroke is likely due to pts with headache & neck pain from VBA dissection seeking care before their stroke.

(818 VBA strokes hospitalized case)

Spine 2008





If you adjust 100 pts/wk or 5000/yr, it would take 80 practice years (using 1 in 400,000) to cause a stroke & 800 practice years (using 1 in 4 million) to cause a single death.

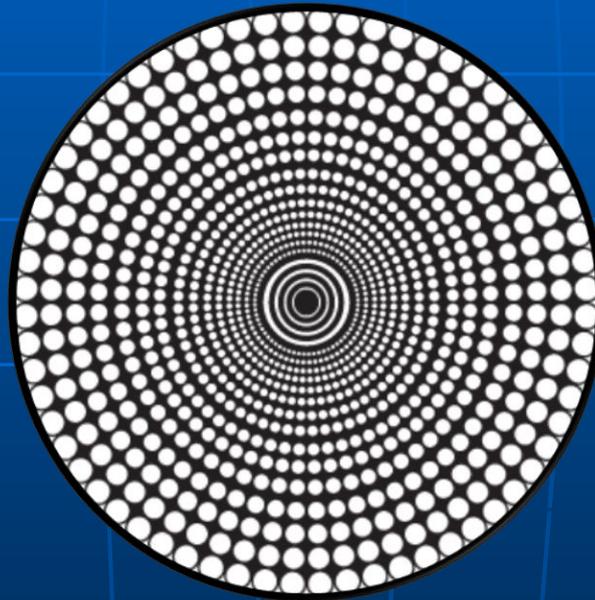
Why is chiropractic malpractice insurance is so low?

If we were hurting people at a high rate the neck adjustment would be illegal!

Blood Flow & The Adjustment

Cerebellar hypoperfusion may occur after an adjustment, explaining why certain people experience headache, dizziness or nausea.

Erik Barbaix, MD; Rudi Dierckx, MD, PhD



**Getting up off the table quickly:
Postural changes orthostatic hypotension**

People Killed Per Year

6,000 Texting while driving (US)

2,900 Hippos (Africa)

1,300 Plane crash (worldwide)

450 Falling out of bed (US)

259 Selfies (2011-2017, worldwide)

150 Coconuts (worldwide)

45 Toaster (worldwide)

36 Dogs (US)

13 Vending machines (worldwide)

12 Manipulation (US)

For a great detailed article:

[What are the Risks of Chiropractic Neck Treatments?](#)

Texting & Driving Facts

Cell phones are involved in 26% of all auto accidents.

Texting while driving causes:

1.6 million auto crashes a year
500,000 million injuries a year
6,000 deaths a year

The max time a driver can safely divert their attention is 2 secs,
it takes a driver 5 secs to send a text
6x more likely to cause a crash
than intoxication and mimics
someone who consumed 4 beers in 1 hour



United States Department of Transportation

Cause of death	Deaths 2014	One-year odds	Lifetime odds
Unintentional poisoning	42,032	7,586	96
All motor vehicle accidents	35,398	9,008	114
Car occupants	6,274	50,822	645
Motorcycle riders	4,106	77,656	985
Pedestrian incident	6,258	50,952	647
Assault by firearm	10,945	29,133	370
Exposure to smoke, fire and flames	2,701	118,051	1,498
Fall on and from stairs and steps	2,285	139,544	1,771
Drowning swimming pool	701	454,860	5,772
Firearms discharge (accidental)	586	544,125	6,905
Fall on and from ladder or scaffolding	525	607,347	7,707
Air and space transport accidents	412	773,925	9,821
Earthquake and other earth movements	86	3,707,640	47,051
Cataclysmic storm (2)	61	5,227,165	66,335
Bitten or struck by dog	36	8,857,140	112,400
Lightning	25	12,754,282	161,856
Flood	8	39,857,132	505,801

**National Center for Health Statistics;
National Safety Council, 2015.**

Does The Adjustment Hurt?

Depends who you ask & the condition of the patient.

**The actual adjustment itself, while it is happening,
(which is less than 1 second)**

**may feel sudden, startling, compressive & uncomfortable,
but usually do not cause pain & if so just for a moment.**

Many say it doesn't hurt at all.

**Some may say it hurts if they have acute muscle spasms or
inflammatory chemical build-up.**

**Remember the patient may anticipate pain, so debriefing
them is important.**



Does It Hurt Afterwards?

Inform the patient that after an adjustment they may be sore regardless of the stage of healing. This can last 1-3 days & is **NORMAL. Why? During the acute stage due to ↑ inflammation, during the chronic stage by releasing trapped chemicals & starting new inflammation. This chemical flow (old-out, new-in) is essential for tissue healing. If you don't explain this, patients will leave thinking you hurt them.**

Differentiate between hurt & injured so you & the patient are talking about the same thing. The last DC hurt me? Was something broken/torn or were you just really sore?

Why Is A Visit Or Adjustment So Short?

Often patients think a chiropractic visit is too short. They equate length of time of a visit with effectiveness. Explain to them **BEFORE** their 1st adjustment why visits are quick. YES they need to learn about Golgi tendon organs & their response to a quick chiropractic adjusting thrust. Make the shortness of the visit a **positive versus a negative.**



“I was in there for 2 minutes, he didn’t do anything!”

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

The “Popping” sound you often hear during a chiropractic adjustment is:

- a. the bone popping back into place**
- b. the bone breaking**
- c. the joint capsule expanding rapidly**
- d. I have no idea**

Activity

Chiropractic Quiz ~ Test Your Understanding Quiz Questions For Patients

c. the joint capsule expanding rapidly

Synovial fluid in your joints contains oxygen, nitrogen and carbon dioxide gases. When a joint is adjusted the joint capsule is stretched rapidly, which increases the joint volume by as much as 15-20%.

This creates a partial vacuum decreasing the internal pressure of the joint. The gases in the synovial fluid rapidly release from the fluid due to the pressure change, thus the popping sound is created. (Similar to Boyle's Law, 1662). The gas takes about 20 minutes to return to the synovial fluid and then it could be “popped” again.

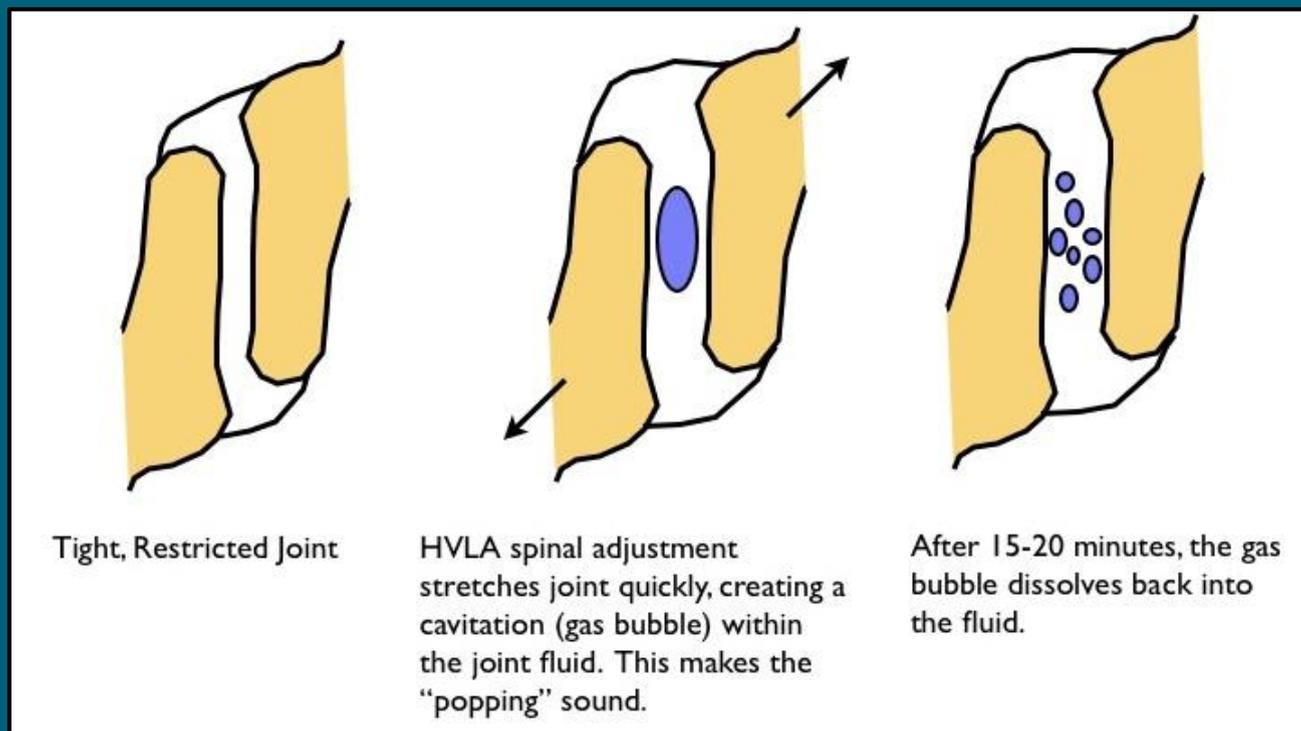
What's That "Popping" Sound?

Is the bone being popped back into place?

Synovial fluid in your joints contains oxygen, nitrogen and carbon dioxide gases. When a joint is adjusted the joint capsule is stretched & the joint volume is increased by as much as 15-20%. This creates a partial vacuum & the gas rapidly releases due to the pressure change.

(Similar to Boyle's Law, 1662).

The gas takes about 20 minutes to return to the synovial fluid & then it could be "popped" again.

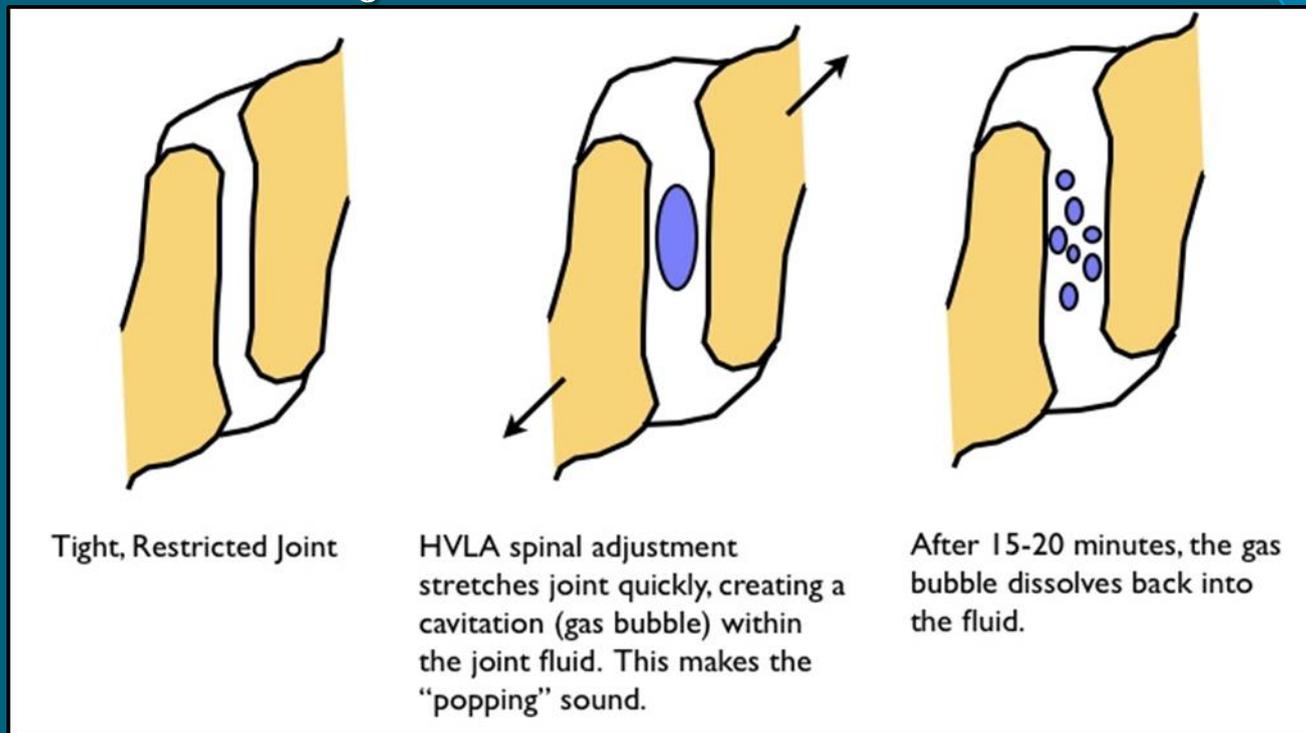


What's That "Popping" Sound?

Is the bone being popped back into place?

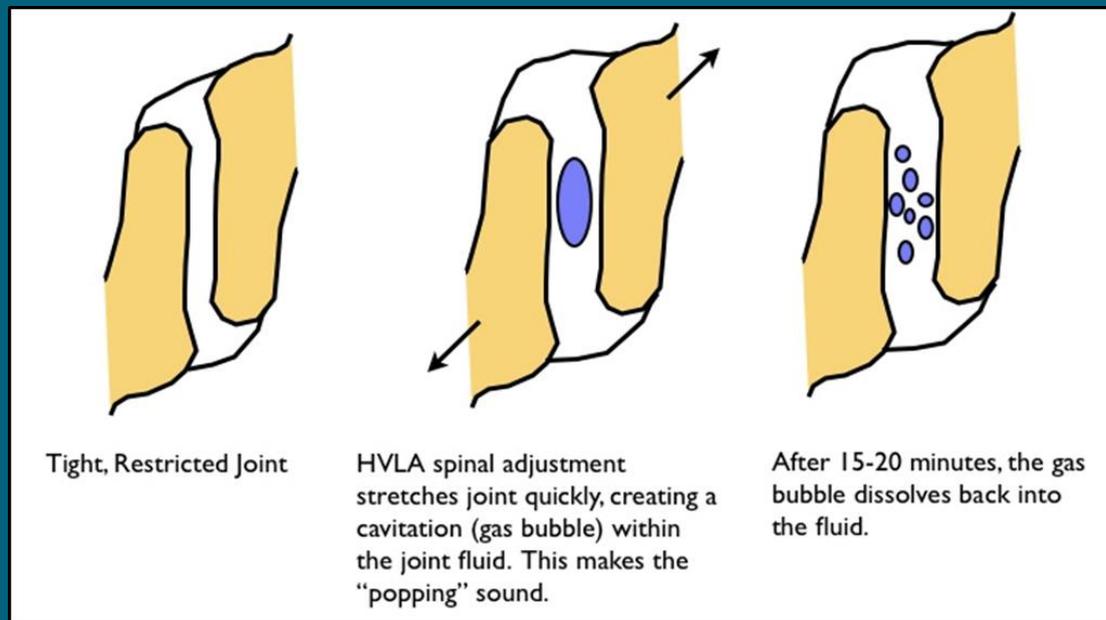
DCs need to inform their patients of this otherwise they think you are popping the bone back into place. That of course is a dislocation. This also helps to explain why a patient needs more than one visit: we are reconditioning the joints & integrated systems, not just popping a bone back into place.

Additionally, there are no studies that suggest "cracking" your knuckles or joints will cause arthritis or harm.



Why Is The 1st Adjustment So Loud?

The joint capsule volume change is typically greatest on the 1st adjustment, as it has never been adjusted & will likely have tighter muscles & more adhesions. The sound on subsequent adjustments **SHOULD** be less & is a good indicator that the joint is moving more efficiently. Tell your patient you **EXPECT** there to be less noise **NOT** more & that this is a good thing. Otherwise they will think you failed or are not trying or don't care.



The Missed Adjustment

Patients feel like you failed if there is no sound.

The truth is the joint was not gapped far enough to cavitate. This occurs because the soft tissue is too tight to allow for the cavitation **OR** the DC...

The patient wants to hear the “pop” & get that rush from the endorphins being released.

Let them know the joint still moved & muscles did relax. An active ROM exam will demonstrate this.



No Audible?

Pt: “I guess it didn’t need to be adjusted.”
or they think the joint didn’t move at all.

Try this: Crack a knuckle in your finger & show the patient how far it moved. Then do it again & show pt that the joint moves the same distance regardless if it “pops”.



Myth Buster

My back is out, can't you just put it in?

Backs **DO NOT** go in & out. Chiropractors **DO NOT** realign the spine, we increase the range-of-motion. An x-ray would show your spine in the exact same place before & after an adjustment.

Why? The spine is held together with ligaments, that **DO NOT** instantly change length.

Chiropractors adjust “subluxated/fixed” jts, which allows the jt to move through a greater ROM.

Imagine how many pts you would have injured in your Chiro college clinic days if the bones did change position.

Are Bones Actually Moving?

Bend your finger & let it go.

Does it stay misaligned? NO! Why not?

**Soft tissue DOESN'T change length instantly,
nor does it after an adjustment!**

Did the bones move?

Yes, but they returned to their neutral position.

**The patient needs to understand this, so they do NOT continue to
think the bone is moving back “in”!**

Crack all your knuckles. Do they become misaligned? NO!



Misalignment Misconception

Questions to ask your patients to better understand chiropractic care:

DCs question: Which area for pt #1 and #2 need to be adjusted?

Patient: Pt 1 does not need an adjustment, Pt 2 at the misalignment

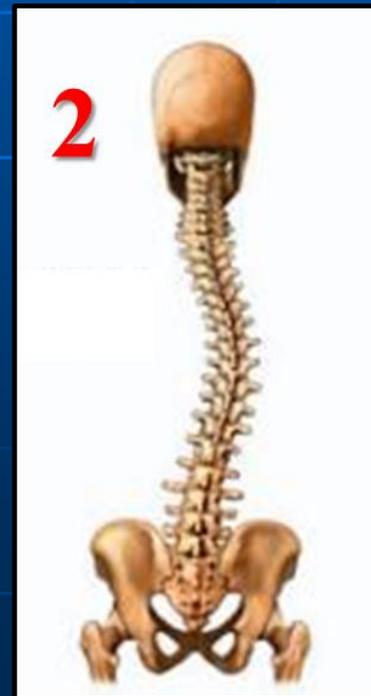
DCs question: Which patient is in the most pain?

Patient: Pt 1 has no pain, Pt 2 has pain as they have a crooked spine

DCs question: Is it possible for patient #2 to be pain free?

Patient: no they have a crooked spine

And now you get to explain the real answers!



More Questions

DCs question: Did pt #1 or #2 get hit by a car?

Patient: no way as Pt 1's spine is straight, Pt 2 looks like they got hit

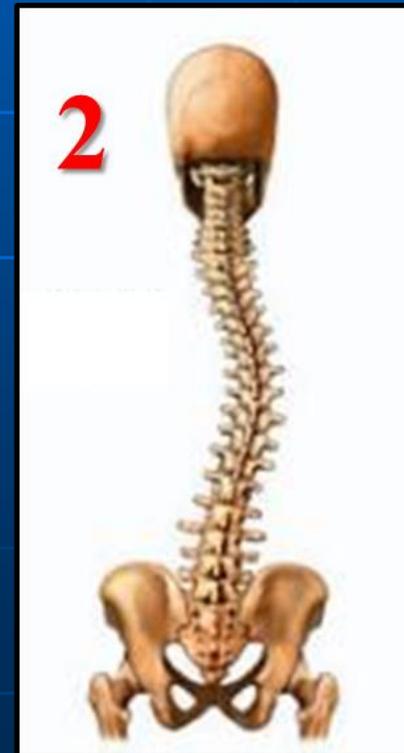
DCs question: Can pt #2 be realigned with one adjustment?

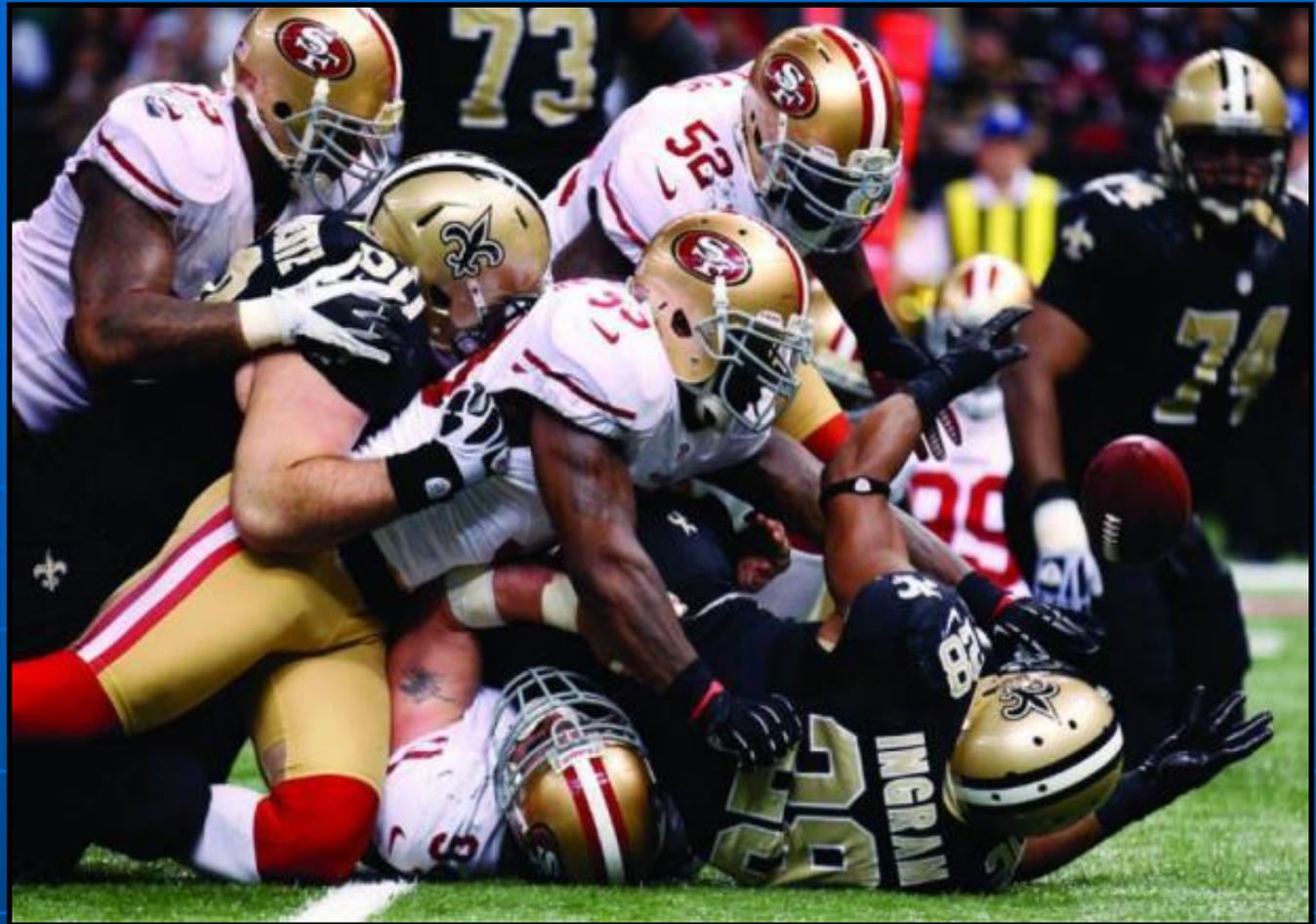
Patient: yes often one chiropractic visit pops the spine back in place

DCs question: If pt #1 is pain free & moving normal, do they need care?

Patient: no, everything is fine

And now you get to explain the real answers!





**Great example for patients:
NFL players X-rays are identical before & after games!
Retired players just have major spinal degeneration, but
NOT scoliosis!**

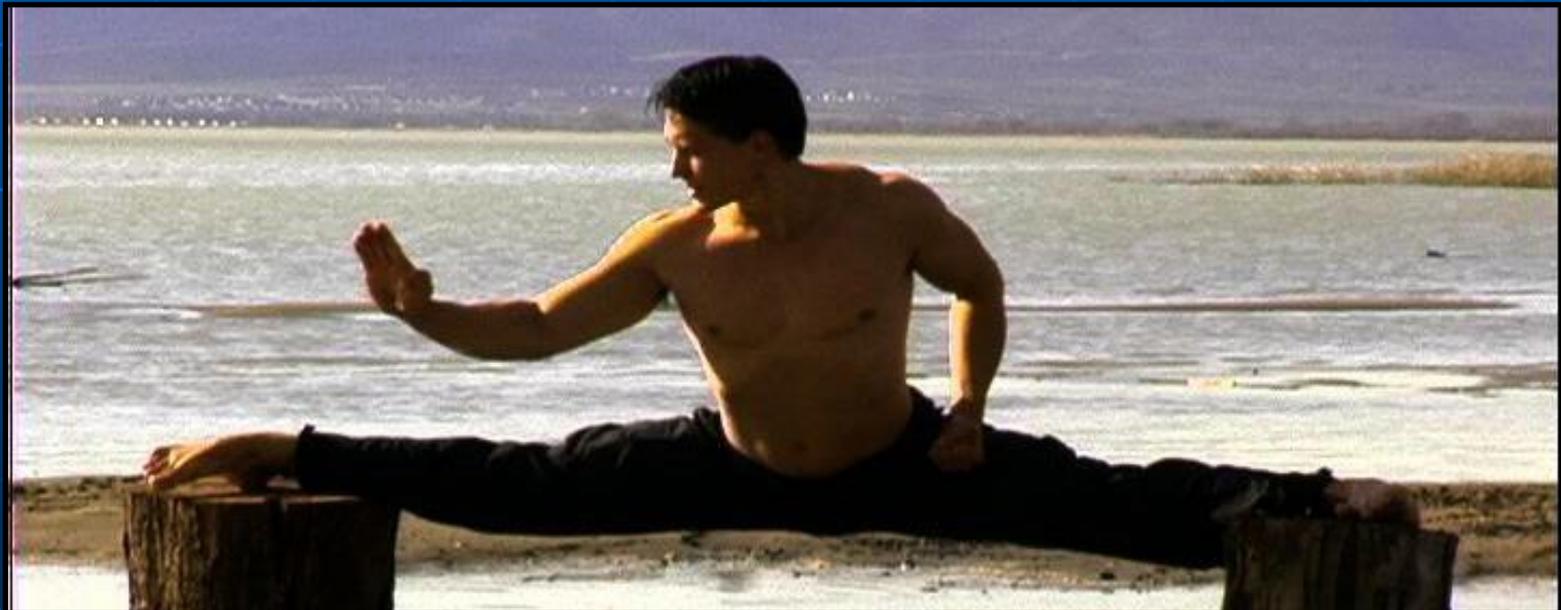
How Long Does It Take To Lengthen A Ligament?

Or For You To Do The Splits?

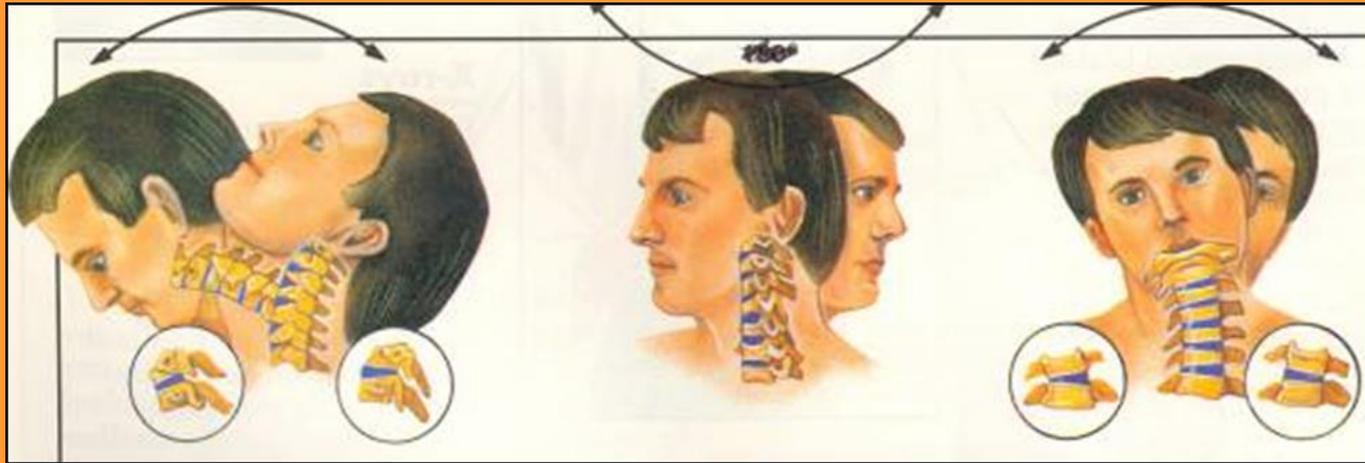
Ask your patient why it takes so long to do the splits.

It's the same reason we **can't** realign the spine.

Soft tissue takes a long time to lengthen!



Pt Education Subjective ROM: Neck



Have your pt go through all 6 neck motions.
(can be done on low back too)

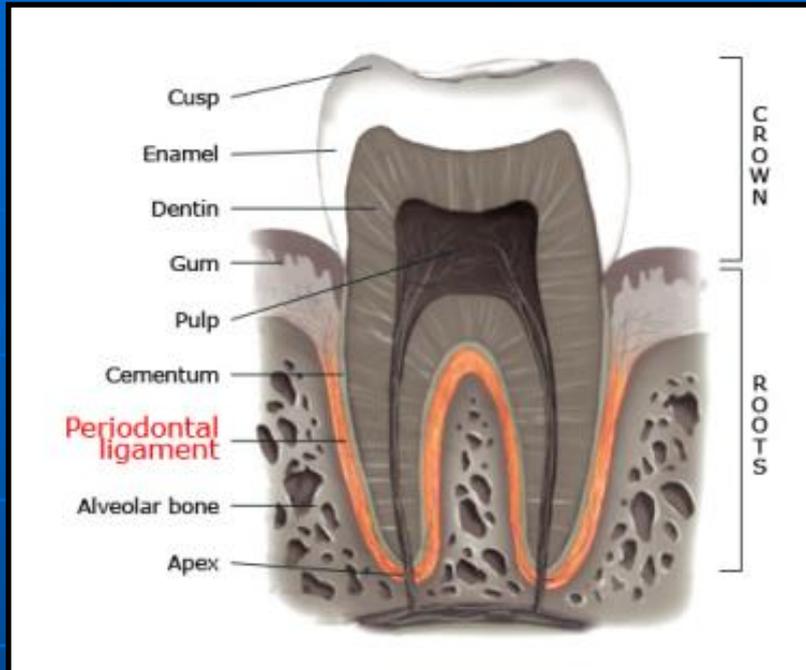
Ask them if they move symmetrically, smooth,
with no obstructions or pain.

Notice how many DC's fail this! So they need an
adjustment. The big question is if you did pass would
you still want an adjustment? **Of course!**

DC challenge, why?

Stop & make your list of why & post it in your office!

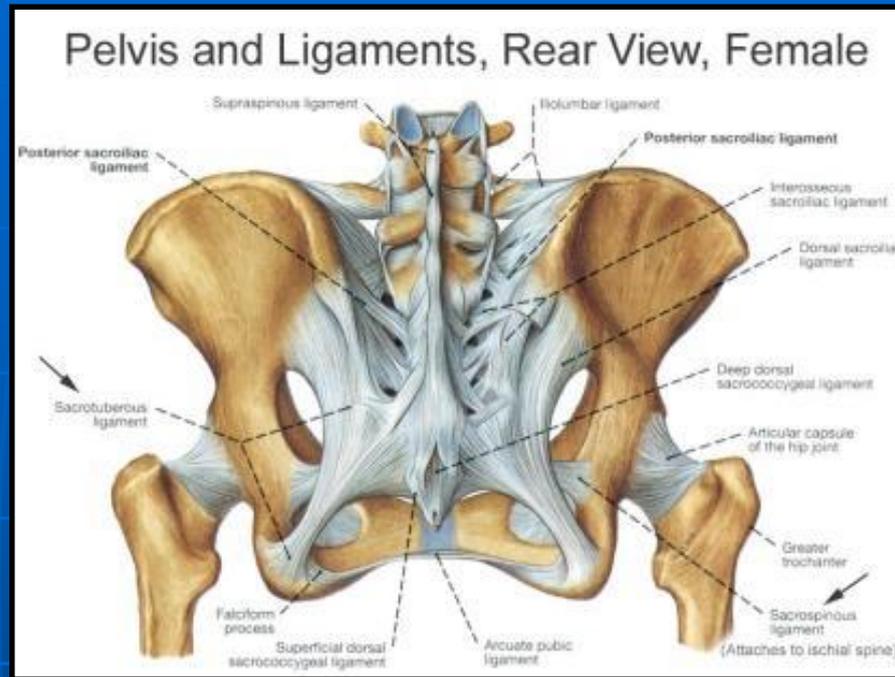
Are All Ligaments Created Equal?



Braces may be needed for 1-4 yrs & then afterwards you need to wear a retainer. Why?

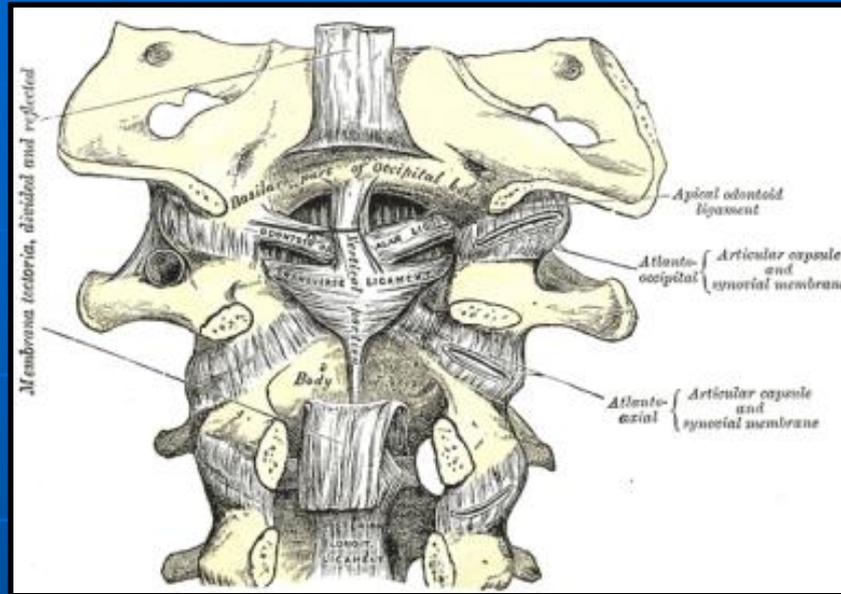
The periodontal ligament is **NOT** elastic & is **VERY** difficult to change its' length.

Are All Ligaments Created Equal?



In the pelvis we have thick strong ligaments that allow some motion, but mostly are designed for structural support! The hip jt has more elastic ligaments as they need to allow for more motion.

Are All Ligaments Created Equal?



50% of the rotation in the neck comes from the upper cervical complex. The ligaments have lots of elastin fibers to allow this motion. Due to the small muscles (sub-occipital triangle) that are prone to acute spasm from holding up the head we **CAN** get change on film if we release those muscles, as the spasm is the **ONLY** factor causing the misalignment.

Motion Studies

Why are motion studies performed after a MVA? Because even after gross trauma that causes ligamentous instability we can **NOT** see it on film.



Motion vs Realignment

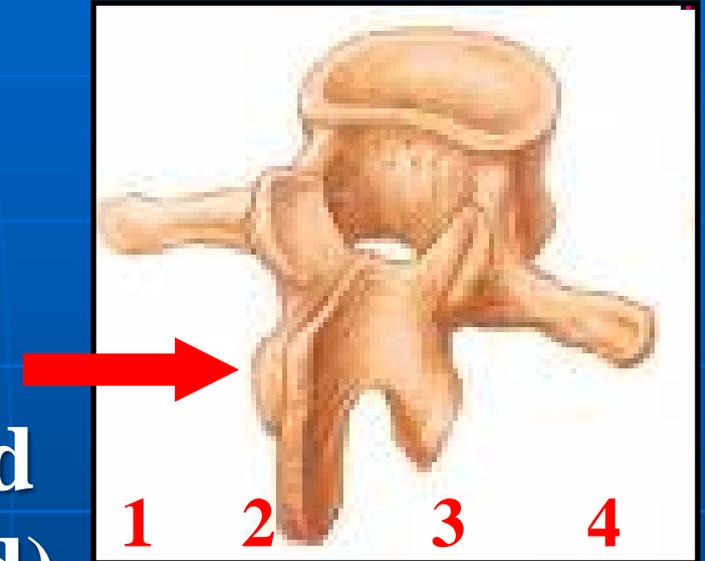
Are we moving the bone?

If we adjust this spinous to the right what happens?

1. It rebounds to far left
2. It returns to where it started
3. It goes to neutral, (realigned)
4. It stays to the right

Answer: #2 returns to where it started. There are some exceptions we will look at in a bit.

This is a great question to have on your initial intake form! Helps establish what the pt thinks.



Motion vs Realignment

Are we moving the bone?

It depends on what's causing the misalignment:

1. Shortened ligaments

(vertebra will not change position)

2. Chronic muscle contraction & adhesions

(vertebra will not change position, due to muscle memory)

3. Inflammation

(vertebra will not change position until swelling dissipates)

4. Acute muscle contraction

(vertebra will change position as long as this is the major over riding factor causing the misalignment, which is rarely the case)

When Does The Vertebra Move?

Answer: if the only thing happening is a muscular spasm.



Let's look at more examples. We already saw the upper cervical complex as one.

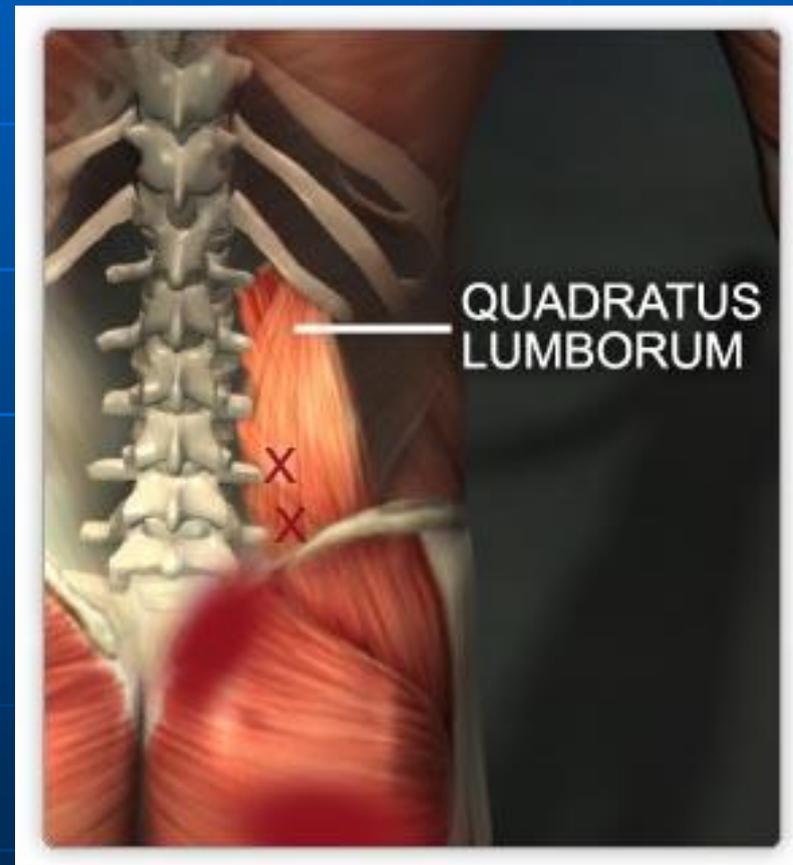
Acute Torticollis SCM Spasm Protocol

1. History, X-ray & exam to rule out fracture & torn tissue
2. O'Donoghue's Test to DDX muscle vs ligament, also to calm pt down
3. Ice, spray & stretch, ischemic compression on attachment site away from pain
4. PNF stretching
5. Adjustment (don't miss)



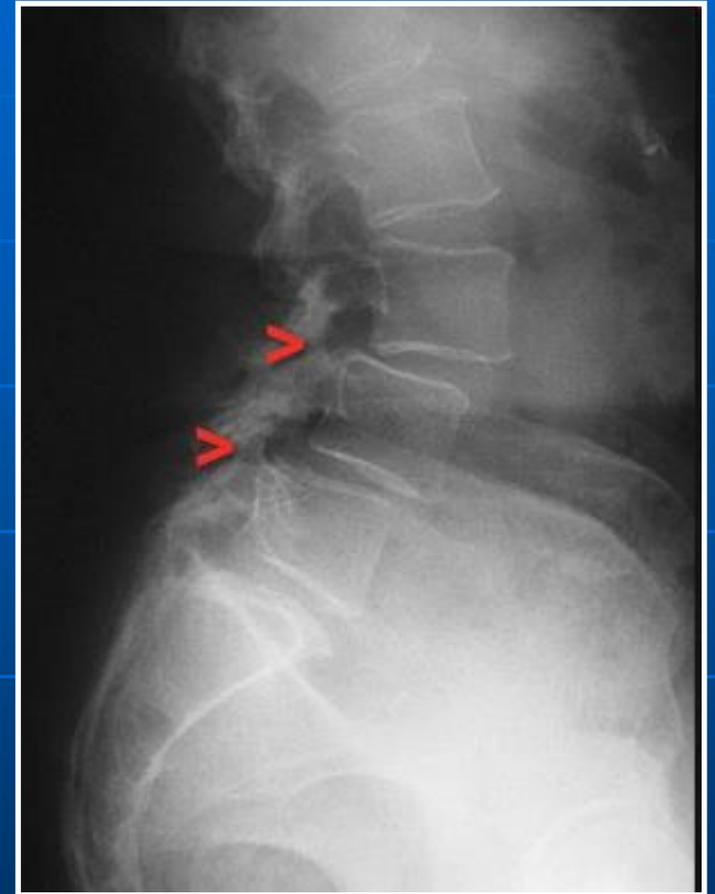
This **IS** an example of a misalignment that **CAN** be realigned as the only factor causing the misalignment is an acute muscular spasm.

Quadratus Lumborum spasm **IS** an example of a misalignment that **CAN** be realigned as the only factor causing the misalignment is an acute muscular spasm with minimal inflammation.



Unstable Spondy?

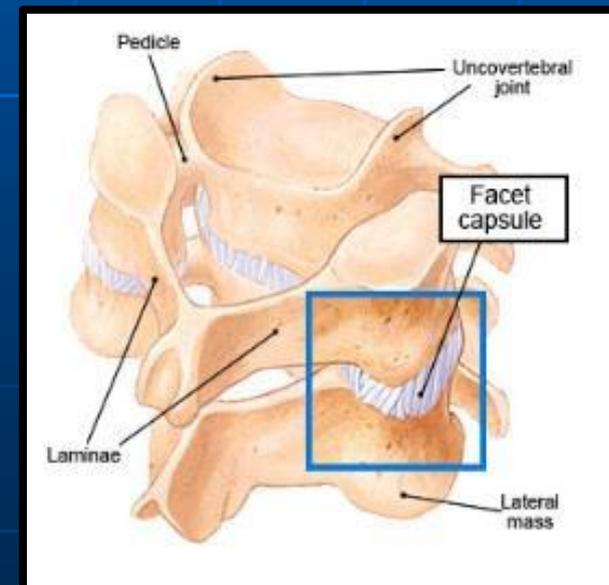
In this case we have lax ligaments that allow the vertebra to shift, due to a non-ossified pars defect. Muscles can easily go into spasm causing pain & other symptoms. This vertebra **will** move on film, similar to a flexion-extension x-ray study of a whiplash pt.



Did you get “It”? “I got it”

Pts **DO NOT** know what “it” is, so be careful what you say! They likely have no idea what a joint complex is or how it functions.

A small word like “it” needs to be defined in your office so when we do use the word the patient knows what we are referring to & that we are communicating effectively.

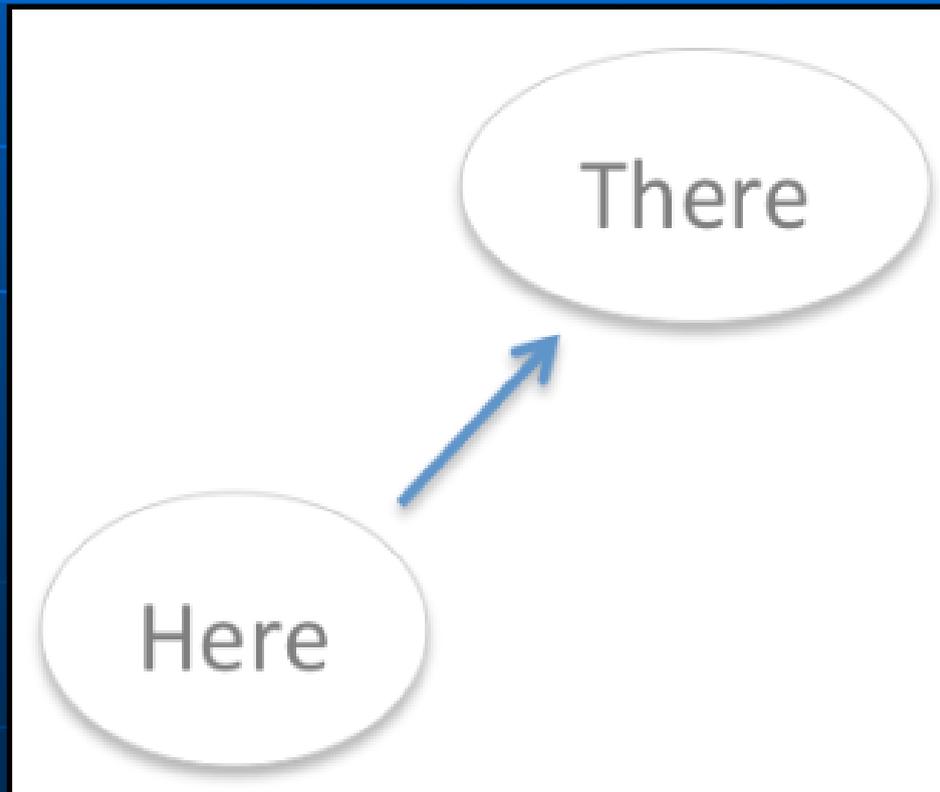


Watch What You Say!

Did “it move”? Is “it” in? These phrases imply that the bone moved from “here to there”. When in fact the bone moved from “here to here”.

Few things in our world move from here to here!

The bone has **NOT** moved to a new location. Instead the joint can now move through a more complete ROM.



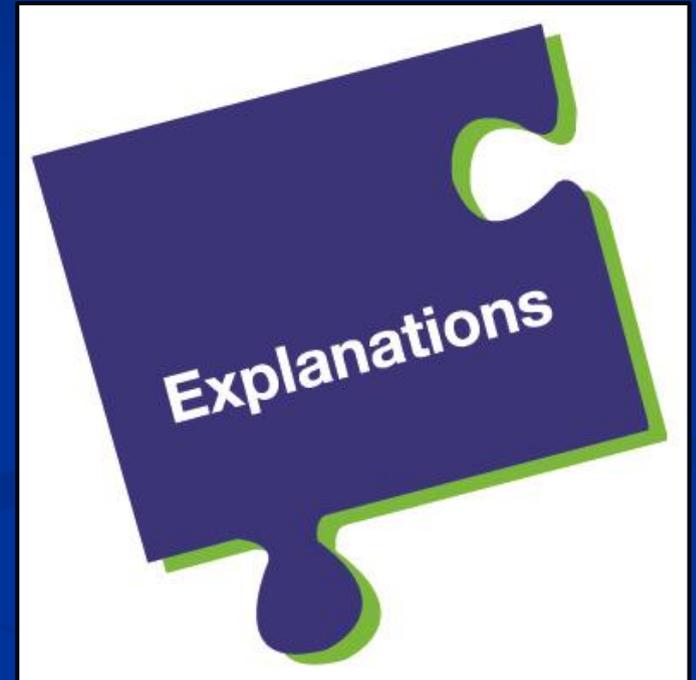
Wellness: Demonstrations & Explanations

'DEMONSTRATE'

DEFINED

Show the existence or truth of something
.....
by giving proof or evidence.
.....

Give a practical exhibition and explanation.
.....



Wellness: Respiration & Cardiovascular Health



Have your pt sit-up straight & breathe. Then have them hunch over & breathe. Ask them which position makes it easiest to breathe - it's obvious.

Then ask them what would happen to their ability to breathe if you adjusted their neck & back & improved their posture. **Let them tell you.** (remember we are using the Socratic method of teaching). Ask them if they think bad posture would affect their heart. Perform a pre & post adjustment breathing test, or use a spirometer.

They are amazed!

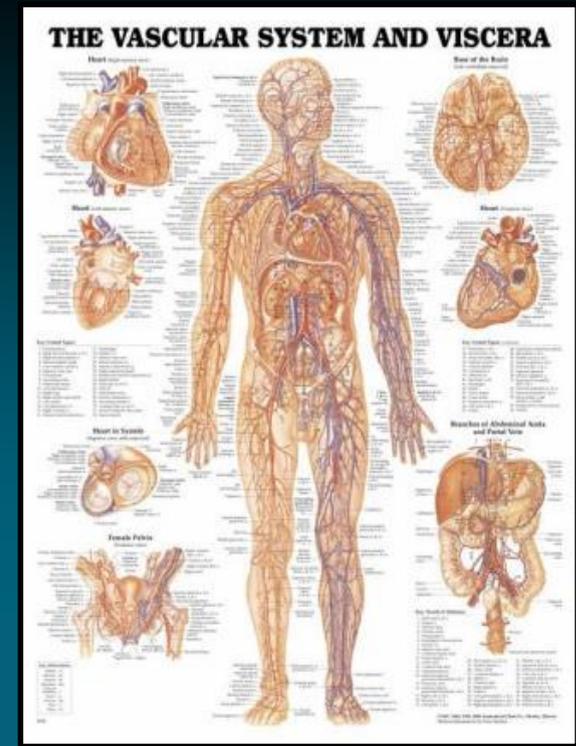


Or...take a video of them with THEIR phone pre & post adjustment so they can see the changes.

Seeing IS believing!

Again ask the pt what they think will happen to the cardiovascular & respiratory systems with chiropractic care & postural restoration.

Blood Flow Demonstration



Have the patient squeeze their forearm & let go. Ask the pt why their skin turned white. They will usually respond with: “Blood flow was constricted.” Ask your pt what they think happens when their muscles are tight.

That’s right - decreased blood flow & trapped chemicals which cause pain. Now ask them what they think happens after an adjustment in regards to blood flow.

Let them answer & they always say increased blood flow.

Learning About The Autonomic Nervous System

Great question for your patients:
Why don't you die when you sleep?

They actually **don't** know.

Now we can talk about the autonomic nervous system
& all the organs & systems it controls!

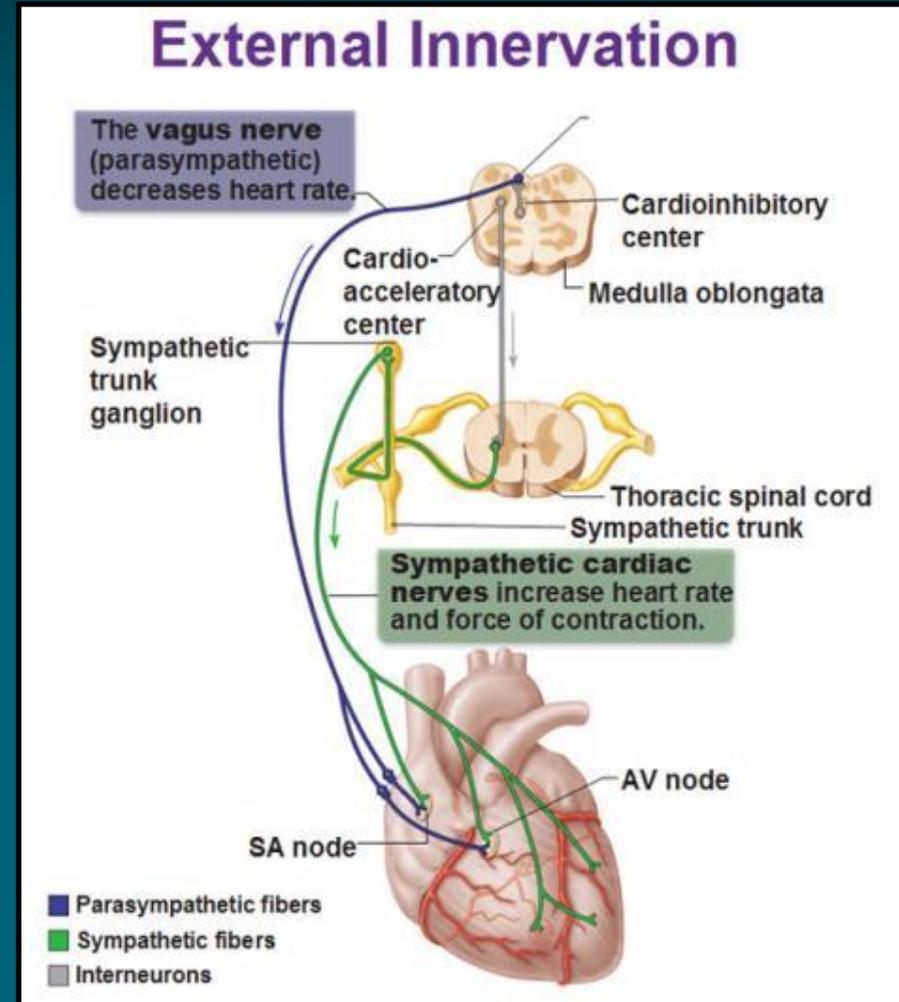


Nervous System

Ask your patient: If you cut the nerves that go from the brain to the heart what would happen?

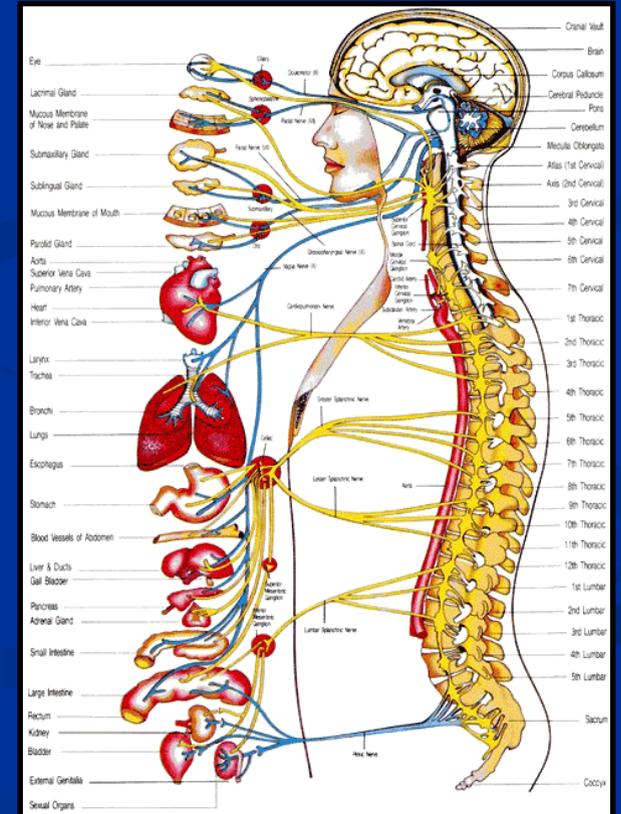
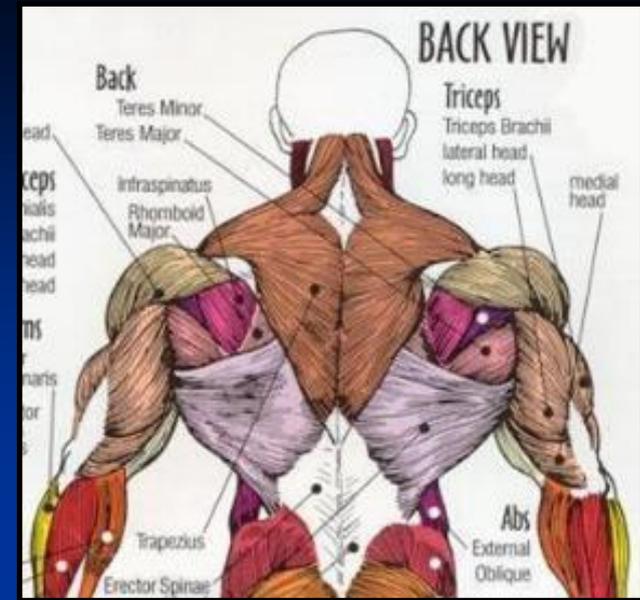
What if those nerves were compressed?

They start to understand some basic ideas about the nervous system, as they arrive at the answers themselves by the DC asking leading questions.



Final Part

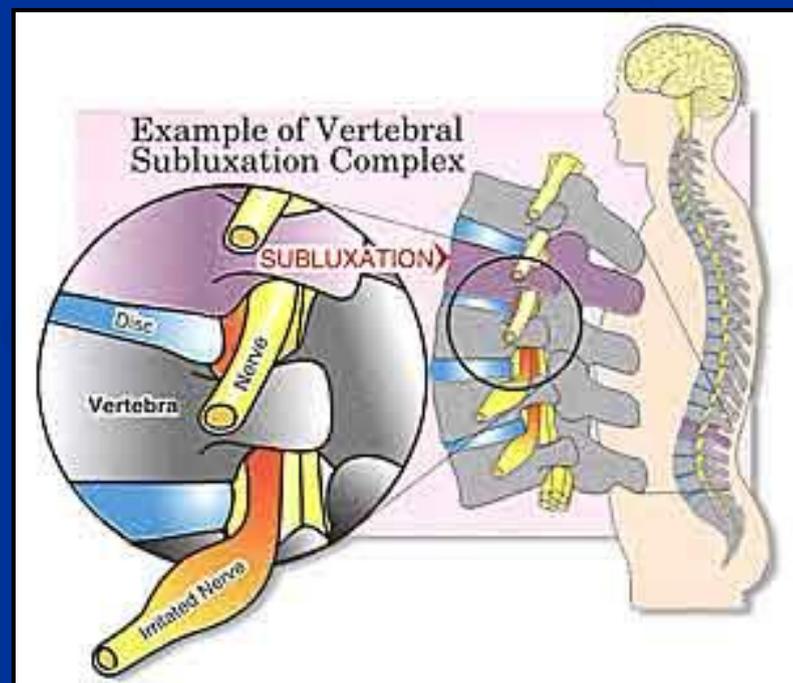
So if we adjust your neck & upper back, getting your shoulders & head back in a good postural position, what do you think will happen to your nervous system? Wait for the pt to answer, way more effective than you telling them!



“A subluxation is a complex of functional and/or structural and/or pathological articular changes that compromise neural integrity and may influence organ system function and general health.”

Subluxation:

- 1. Myopathophysiology**
- 2. Neuropathophysiology**
- 3. Kinesiopathophysiology**
- 4. Histochemical Changes**
- 5. Pathophysiology**



**Patients need to know that some DCs use this term
& others don't.**

“Minuscule amounts of pressure on a nerve root (10mm Hg, equal to a feather falling on your hand), resulted in up to a 50% decrease in electrical transmission.”

-Seth Sharpless PhD & Marvin Luttges PhD



“Subluxations change the entire health of the body by causing structural dysfunction of the spine and nerve interference. The weight of a quarter on a spinal nerve will decrease nerve transmission by as much as 60%.”

-Chang Ha Suh, PhD



Posture is #1

Posture affects & moderates:

spinal pain

headache

mood

blood pressure

pulse

respiration

sympathetic function

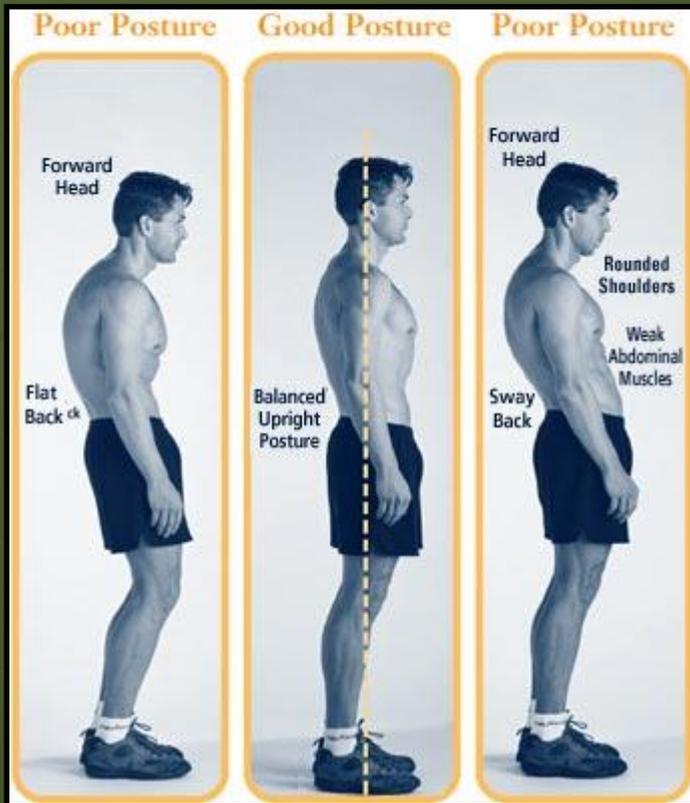
homeostasis

autonomic regulation

breathing

hormone production

American Journal of Pain Management, 1994



Pts may not understand the terms in this list. Idea: Have term or concept of the week.

Post on your website or in your office, or email it to pts.

Posture Studies

- All measures of health status showed significantly poorer scores as C7 plumb line deviation increased forward of the sacrum.
- Even minor forward head/body sagittal balance is detrimental.
- The severity of symptoms increases in a linear fashion with progressive increase of forward head/body sagittal imbalance.
- There was clear evidence of increased pain and decreased function as the magnitude of forward head/body sagittal balance increased.

Spine Volume 30(18), September 15, 2005 pp. 2024-2029

Posture Studies

“Head in forward posture can add up to 30 lbs of abnormal leverage on the cervical spine. This can pull the entire spine out of alignment. Forward head posture may result in the loss of 30% of vital lung capacity. These breath-related effects are primarily due to the loss of the cervical lordosis, which blocks the action of the hyoid muscles, especially the inferior hyoid responsible for helping lift the first rib during inhalation.”

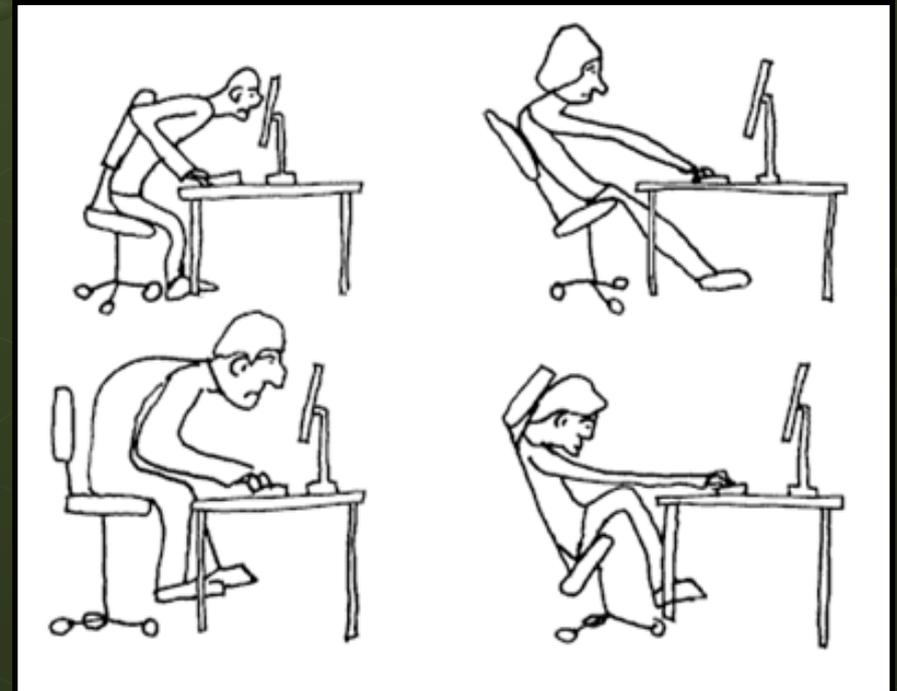
Rene Cailliet M.D., famous medical author and former director of the department of physical medicine and rehabilitation at the University of Southern California

Sit-up Straight!

Loss of proper joint structure & function (due to poor posture)

↑ adhesion formation in spinal soft tissue.

Grieve, Common Vertebral Jt Problems, 1988



“Better than 90% of the energy output of the brain is used in relating to the physical body in its’ gravitational field. The more mechanically distorted a person is, the less energy available for thinking, metabolism and healing.”

**Dr. Roger Sperry,
1981 Nobel Prize in Physiology & Medicine**



Patient Education 10 lb demo



Fact: the average head weighs 10-12 lbs.

For every inch of anterior head translation your muscles hold an additional 10-12 lbs.

Demo: have your pt palpate your bicep as you move the weight from over your shoulder to our in front of you. The bicep will go from loose to tight. This is the same as the trapezius muscle which holds your head upright all day, everyday!

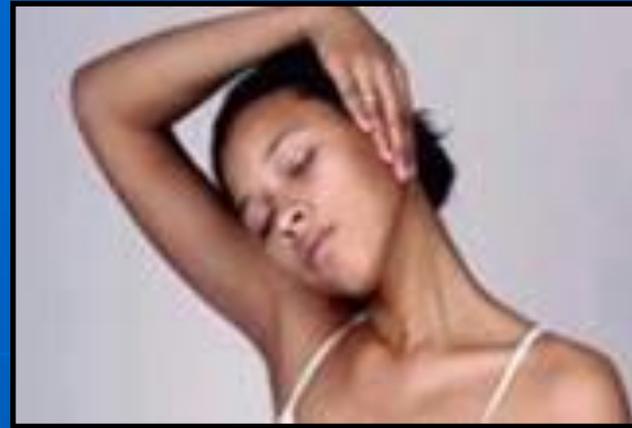
Don't Believe Me? Take A Look

Try this: Have your pts observe the posture of people over 50. Typically people with good posture appear healthy & people with bad posture look ill. Patients are shocked at what they see.



Myth Buster ~

**I can crack my own spine
so I don't need to go?**



When you self adjust you're likely moving the jts that are easy to move or hypermobile.

Typically you aren't adjusting the correct joint, it feels good for a moment (endorphins release & muscles relax) but you'll have to repeat the process multiple times in a day.

Fact: DC's choose to get adjusted by another DC instead of doing it themselves.

Group Discussion

How often should someone get adjusted?
One time per month? Is this often enough
if the physiological effects of lack of
motion begins with-in 4 hrs?



Analogies For Pts

How often should someone:

- eat fruits & vegetables
- work out
- stretch



Once a month? **No!** To change & maintain the physiology of tissue, the above things need to be done often if not daily. **What about the adjustment?**

A Last Few Thoughts



Internal & External Marketing Ideas ~ Try some

Marketing Ideas

Internal

Box on the Wall
ROF
Care Plan
Re-eval
Wellness Letters
Newsletters
Testimonials
Diploma's
Awards
Chiro Literature
Chiro Information
Sayings
Follow-up calls (noshows, late, out of town)
Reminder calls (before appointment)
Health Talks
Schedule Multiple Visits
Pre-pay
Polaroid pictures of patients on walls
Community Board
Free vitamins/echinacea tablets/water
Demonstrations

External

Screenings
Flyers
Radio
Newspaper
Clubs/Associations
Lions
Rotoray
Chamber of Commerce
Womens Club
Gyms
Church
Ergonomic Talks
Daycare
Stores
Scoliosis Screenings
Health Fairs
Sporting Events-Booth
Phonebook
Movie Theater
5% to group of the month
Sponsor sports team
Free Care for high school team
Team Dr.



Why Do Some Pts Come In Only Once?



Ever go to a restaurant & say everything was fine & then on the way home say, “we are never going there again”?

Does that ever happen in a DC’s office? Of course.

The more we can explain to a patient ahead of time what to expect & what is likely to happen (communicate) the more likely it is they’ll return. Don’t allow them to leave with their own thoughts on what is happening.

Call patients that don’t come back for the 2nd visit & find out why.

Call your new patients that night or the next day.

Develop a great take home package with explanations.

Additional Resources

Go to: backtochiropractic.net

Then [Free Materials](#)

In the right column under Helping Hands

How To

[101 Ways To Promote Wellness](#)

[Wellness Ideas](#)



Hope To See You Soon
Back To Chiropractic CE Seminars!
backtochiropractic.net