

Chiropractic News

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From the Chiropractic Fellowship of PA



The Three Ways to Use Patient Education Literature (One Works Really Well)

Tedd Koren, D.C., President,
Koren Publications Inc.

If your patients drop out as quickly as they drop in you're going nowhere fast. Since every new patient represents a tremendous amount of up-front time and energy, every time you lose one, you lose a big investment—with every new patient you have to start all over again, and again, and again...you'll eventually burn out.

Properly educated patients however, stay and refer others; they're a prerequisite for a successful practice.

Can you educate patients easily, inexpensively and effectively? Yes! Just a few dollars of patient education materials per patient will give you more visits and new referrals. But there's a really big if coming up.

IF

See, there it is. Well, here it is in a sentence: patient education materials can increase patient understanding, referrals and make your practice more profitable IF used properly.

That's the big if. There's more to brochures than hanging them in a holder. If not used well you're wasting your money. They are tools, and tools need to be *properly used*.

I've distributed over 25 million patient education brochures alone and I've seen three methods of using patient materials:

The "Plop and Pray" Method

Do you use the plop and pray method? It's probably the least effective way to get patient brochures to work for you. Here's how it works: you plop them in a holder and pray that patients will pick them up, read them and show them to others. It can and does work, but there are better ways to ensure that the words in the brochures enter your patient's brain.

The "Read This and Goodbye" Method

A better way to use patient education brochures is to hand them to a patient and tell him or her, "Here's a brochure that I'd like you to read; it's really important for you to know this," or "Here, read this, it's about your children and chiropractic care," It's about Pregnancy, Sciatica, Whiplash, Work Injuries, Asthma, Ear Infections, etc. and chiropractic care...."

The chances are ***much*** better that what you hand them will be read. Doctors have a lot of success with this technique because it makes the brochure more personal. The patients think: "Hmm, the doctor handed this to me him/herself. It must be what I need." I've used this technique and it's great. It has some drawbacks. For example, some patients report that

the “read this” method makes them feel that the doctor was trying to get rid of him or her; that he or she doesn’t have time to discuss their questions or to educate them.

Now comes the most effective way to use patient education brochures: the personalization method.

The Personalization Method

Personalization is the single most effective way of using patient education literature; no other method can touch it.

First think a moment, who are the patients who stay with you? Those who you connect with, who feel you understand and care about them and their problems; who feel you know and care for them as individuals.

When you personalize literature people read it, read it again, and the information sinks in. *Personalized* literature makes patients feel more cared for.

Try it and you’ll discover that a few seconds personalizing materials before you hand them out will pay you back *very* well.

How Do You Personalize Materials?

How do you do it? Pay attention, because this is really important and really simple. You’ll be absolutely amazed at how well it works.

“Look At This, And This, And *Especially* This...”

Open a brochure, take a marking pen. Now circle paragraphs, underline words, put stars or asterisks by key parts and write things in the margins. Do it all while your patient watches. Say the following things as you do it:

“I want you to look at this paragraph, it’s especially relevant to your care”

“Make sure you pay attention to this part, it’s as if it were written for you”

“Review this, it’s very important! I’ll talk to you about it next time I see you”

“Read this!”

“Read this, this is why you have this problem”

“Take a look at this, it explains why you’re not getting better;”

“Show this to your spouse and bring in your daughter, son” etc.

Use differently colored pens: “I’m putting the information about your son in blue, your daughter in green, your husband is in red...”

Get the picture? This isn’t rocket science; it’s basic, simple one-on-one doctor-patient education. It creates the kind of relationship that builds practices. It’ll take maybe 30 or 40 seconds tops! Don’t hurry, look your patient in the eye and let them know how important the information is.

Big bonus: If you personalize materials they will never throw them out: “My doctor wrote on this especially for me. Throw it out? No way!”

Every piece of patient material that goes out of your office, not just brochures, should be personalized—it’ll enhance its effectiveness many-fold.

How Do You Know You're Doing it Right?

How do you know if you're doing it right? Simple—if you have to reorder often, you're doing it right. If your education materials are getting dusty; if patients take them out of the holder, look at them and put them back in; if they don't circulate through the community for others to read you're wasting your money.

You'll also know you're doing it right when patients stop asking the same basic questions they used to ask. They'll start discussing chiropractic with you like your colleagues do. They'll become marketing warriors who refer people in for care. This is what we hear from doctors who are **using**, as opposed to just **having**, our products.

I'm of course partial to Koren Publications Inc. patient education brochures. They are designed to be personalized and have the most information in the form that patients will read; but there are other brochure lines out there and they can all be personalized to varying degrees.

Personalized Care Is Part Of Our Philosophy

Chiropractic philosophy recognizes that every person is unique with an inner vitality needing to be unleashed by a specific, unique-to-that-one-person spinal adjustment. Just as our care is personalized, so our patient education should be personalized. The more individualized your care, the more successful your care; the more individualized your education, the more successful your education.

Tedd Koren, D.C., a 1977 graduate of Sherman College, produces the most effective chiropractic patient education brochures in the profession plus chiropractic books, booklets and office literature. Dr. Koren writes and lectures on chiropractic art, science and philosophy, childhood vaccinations and other topics of interest.

For a free catalog and samples of his patient education materials call Koren Publications at 800-537-3001. Dr. Koren can be reached on-line at TKOREN1@aol.com or using the old-fashioned telephone at 215-699-7906.

Chiropractic Coalition Legislative Day

The Chiropractic Coalition is holding their annual Legislative Day on April 14, 2005 in Washington DC. Last year this event drew more than 600 DCs and chiropractic supporters to the U.S. Capitol to hear legislators and health care officials discuss chiropractic's role in the Health care system. Numerous doctors met personally with their state lawmakers to explain the needs of the nations estimated 60,000 licensed DCs. This is an ideal opportunity for us to meet with Pennsylvania congressman to discuss the daily issues we face as Chiropractors. Many U.S. Senators and Representatives have committed to speak during this event including Senator Ted Kennedy.

Don't worry if you feel you have no experience in these matters. The Coalition makes it easy and fun to meet with your legislators and you will leave with such a sense of accomplishment you'll never miss another.

There is no charge to attend and it's an extraordinary way to make a difference for the future of chiropractic.

For updated information and to register for the 2005 Coalition Joint Legislative Day visit the Coalition website.

www.chiropracticcoalition.org

Know THE RULES! Get the tools! Seminar

Saturday, April 16th, Howard Johnson's in Bartonsville

Presented by David Smith, DC, are the basics you need to keep your office working efficiently. *Chiropractic Assistants are also encouraged to attend!*

This meeting is for the Doctor and for any new staff, or experienced staff that has trouble getting paid for PI, WC, Medicare or indemnity insurers. This will include important information that doctor's need to know to document their care for Medicare. *This is not a promotion to sell a compliance, a rehab, or any other program. This program is for Chiropractic.*

Because of the volume of information for this presentation it will start at 1 pm. Presentations and Q & A will be allowed and the workshop will adjourn by 5:00 pm. **Please reply on the attached form so that we may reserve seating . This presentation frequently sells out!** Submit to the Fellowship office by mail or fax (we are unable to register your office by phone), **information is at the bottom of this Reply Form.** Early registration recommended. Confirmation, with directions, will be sent by fax, e-mail or snail mail if registered by 4:00 pm 4/14/05.

Cost: \$99 for **each person** pre-registered from office, \$30 each for current Fellowship member's office. A \$20 late charge per person is assessed for registration less than 4 days before the seminar (Tuesday before the seminar is considered late). Every attempt will be made to offer this seminar as announced, *it will not be postponed due to weather except in the event of a State Emergency.* **We cannot guarantee seating or notes for walk-in registrations.**

Questions about this seminar? Call Dr Smith at (717) 652-4672 or DrDaveS@aol.com

Focus Philosophy Night

Following the presentation, **at the same location**, Dr Sharon Gorman will be presenting her FOCUS Philosophy Night. This is a power packed program of inspirational speakers from the region's most successful chiropractors. In addition to Dr Gorman, other speakers will be Drs Paul Roses, Kim Stetzel and David Smith. Listen to the most modern and successful methods to improve your patient flow, retention and the science of success.

- Group dinner (optional), 5:30 to 6:30 pm. Dinner is \$16.00 per person plus tax.
- Philosophy Night 7:00 to 10:00 pm, suggested fee of one office visit. We will be passing the hat to cover expenses.
- Call (570) 424-6100 for reservations if you want a sleeping room. **Make sure to ask for the FOCUS rate.**
- If you need more information about the FOCUS Philosophy Night call Dr Sharon Gorman at (570) 350-4091 or email focus2@ptd.net
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FUTURE DATES

MAY 21

Tonianne Roses, Brian Solofsky & Kim Stetzel

Optional: 4-5:30 p.m. Chiropractic Career Night

JUNE 18

Adam Nogrady, Tom Sidoti & Howard Werfel

JULY 30 SUMMER EXTRAVAGANZA

Marilyn Shore, Diane Tellier, Dean Sottile, Kevin Jackson, Selina Sigafoose Jackson

Life Source Seminars

Bringing Your Dreams to Life...

When was the last time you stayed up until the wee hours of the morning discussing the wonders of chiropractic and how excited you are about being a chiropractor? When was the last time the enthusiasm and motivation you gained at a seminar lasted more than a few days? If it's been a while,

then you don't want to miss April's Life Source Seminar: April 28 - 30, 2005, The Westin Atlanta North Hotel, Special Life Source Rate \$85 - only until April 15th

For more information: <http://www.lifesourceseminars.com>

Jim Sigafoose Seminars

HOW MUCH MONEY DO YOU SPEND ON SEMINARS EACH YEAR IF ANY? IF YOU DONT ATTEND SEMINARS, HOW DO YOU STAY MOTIVATED, AND UP TO, THE FAST MOVING PACE OF MAINTAINING A VIABLE PRACTICE?

SOME OF THE SEMINARS ARE POORLY ATTENDED AND NOT VERY EXCITING OR

MOTIVATING. SOME ARE REALLY JUST COME ONS TO JOIN ONE OF THE 40 TO 50 COACHING TYPE CATCH AS YOU CAN MEETINGS.

WHAT IF YOU COULD HAVE SEMINARS 24/7 ANYWHERE, ANY TIME, AT HOME, IN THE OFFICE, ON VACATION, OR WHERE EVER YOU PLEASE, AND WHEN YOU PLEASE, WITH TOPIC, AND SPEAKER OF CHOICE? YOU CAN LISTEN TO 1/1/2 HOURS AT A TIME OR BREAK IT DOWN INTO 15 MIN. SEGMENTS. WHAT IF YOU COULD HEAR DRs. ADJUSTING 2400 PER WEEK, OR 3000 PLUS PER WEEK, WOMEN CHIROPRACTORS ADJUSTING 600 TO 900 PER WEEK.

TALKS ON PHILOSOPHY, PROCEDURE, MARKETING, PRACTICE BUILDING TEACHERS, TECHNIC, OFFICE LAYOUT, TALKS ON ABUNDANCE, AND THINKING TO GROW RICH, OVERCOMING FEAR, AND NEGATIVE THINKING, COMMUNICATION SKILLS, DRs. TALKS TO NEW PATIENTS, REPORT OF FINDINGS THAT REALLY WORK, AND MUCH MORE.

WILL IT COST A FORTUNE? SURPRISE, SURPRISE, NO! HOW ABOUT \$75.00 PER MONTH FOR THE FIRST 300 THAT SIGN UP, THEN ONLY \$100, PER MONTH, THEREAFTER, UNLESS YOU TAKE ADVANTAGE OF A 3 MO., 6MO. OR A YEAR MEMBERSHIP. TELL ME WHERE YOU CAN GET QUALITY TEACHING SUCH AS THIS FOR SUCH A SMALL FEE, PLUS THERE IS NO LOSS OF TIME, TRAVEL OR HOTEL AND FOOD EXPENSES

WE WILL ADD SPEAKERS EVERY FEW WEEKS AND THERE WILL BE NEW, FRESH INFO, AND REVIEW, IF DESIRED.

I GUARANTEE THIS SITE WILL NOT BE MATCHED FOR QUALITY, OR SUCH LARGE NUMBERS OF CHIROPRACTIC ACES. COMING SOON, LET US KNOW OF YOUR INTEREST. E MAIL SIGAFOOSE1@COMCAST.NET

If you would like to submit a SHORT motivational thought, news article or a classified article, please send them to Sharon Gorman at focus@noln.com.

CLASSIFIED ADS

You are invited to send us any classified notices to be included in this newsletter. That would include selling a practice, looking for a new associate, looking for someone to cover your practice or looking to buy or sell equipment. E-mail notices to: focus@noln.com or corinne@wannerassoc.com.

Associate Chiropractor Wanted: If you are highly motivated, hard working, ethical, eager to learn, have good people skills, and looking for a bright future, I have an excellent opportunity with unlimited earning potential for an associate chiropractor in Northeastern Pennsylvania. Minimum 2 year training commitment preferred. Please fax your resume to 570-268-2792 or email familydc@epix.net

ARE YOU INCLUDED IN SHARON GORMAN'S MONDAY MORNING MESSAGE? E-mail your request to focus@noin.com.

IF YOU OR SOMEONE YOU KNOW IS INTERESTED IN JOINING THE CHIROPRACTIC FELLOWSHIP, call (717) 441-6042 or get membership information at www.chirofellowpa.org.

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To remove your name from this list email corinne@wannerassoc.com.