Newsletter and Information Resource of the Palmetto State Chiropractic Association

PSCA
Palmetto State Chiropractic Association

TONE

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tone /ton/ - 1. general character; attitude 2. giving greater strength 3. harmonize

LOOK ONLINE
FOR YOUR 2024 PSCA EVENT CALENDAR
WWW.PSCAONLINE.COM

PATIENT EDUCATION

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Do you educate your patients? There are many ways to accomplish the task of patient education. You can hold health talks, educate one-on-one at the table during their appointment, have educational pamphlets in holders as well as pamphlets that you hand out, to name just a few ways.

Over the years, I have noticed that pamphlets were not being read because they were too long and wordy, and if a person did take one to give to a friend, that pamphlet had little chance of making it to the intended audience. This did not stop me from using pamphlets as an educational and referral tool, but it did make them less effective.

That is when it hit me. What if there was a series of chiropractic pamphlets that were digital, not print; short and to the point, not long and wordy; and visually appealing? What if while the patient was in the office they could get the pamphlet on their phone and instantaneously send that brochure to their friend by just texting or emailing it to them? What if, what if, what if. I quickly did a google search to see if something like this already existed and to my surprise, it did not. As they say, "Necessity is the mother of invention."

So, I decided to write thirty chiropractic digital brochures that address many of the topics that I have dealt with over the last 30-plus years in practice. It also became evident to me that I needed to make these available to the profession. That led me to creating Chiropractic Digital Brochures, LLC. You can view the digital brochures I wrote and watch a video on how they are customized, interactive, and easy to use and share. Go to www.ChiropracticDigitalBrochures.com. God Bless!

Go to:
www.ChiropracticDigitalBrochures.com

Chiropractic DIGITAL BROCHURES

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THE BUSINESS OF CHIROPRACTIC

Shelly Jones, DC
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I can clearly recall a message I heard numerous times during the 1980's and 90's: "Chiropractic has a service hand and a business hand that work together to create success." The majority of chiropractors I know have a heart for service and give of their time and knowledge freely, sometimes too freely, and find themselves in situations that don't create peace, productivity, or profit. In addition, the majority of us come into the chiropractic profession with no business management knowledge, experience, or acumen. This is often where the two hands struggle rather than work together effectively.

I'm going to offer some information and experiences I've learned through all these years of being in chiropractic, as a CA, DC, and corporate manager for a group of chiropractic offices. I'm grateful that the biggest lesson I learned was that giving up or selling out wasn't an option.

On day one of employment as a Chiropractic Assistant in 1979 I learned how to keep Weekly Statistics (currently known as KPI, Key Performance Indicators). This can be as simple or as complex as you desire and need for your practice. These indicators would be different for single doctor, multiple doctors, sole proprietor, corporation, profit-sharing, non-profit, owner, associate, or contract labor scenarios.

For the purposes of this setting, I'm going to suggest the bare minimum of areas to review and monitor. Your Daily Review should include the following categories.

New Patients – Patients you have never seen before AND who follow through with care, as well as reactivated patients you haven't seen for five years or longer AND who follow through with care.

Patient Visits – The number of PAID ADJUSTMENTS; this does not include any free adjustments, therapies, consultations, x-rays, etc. (In the future we can explore monitoring your active care versus wellness care adjustments, too!) *This is the MEAT of the chiropractic business, especially a subluxation-centric chiropractic model. (If you offer other services, for example, massage, therapies, reports, x-rays, you will want to monitor those as an adjunctive part of your business strategy.)

Services – This is the total amount of money due for payment generated by ALL the services and sales performed; we include all income-generating services in this number.

Collections – This is the total amount of money you receive in cash, checks, credit cards, attorney checks, insurance checks, electronically transferred funds, etc.

The biggest lesson I learned in the last 15 years of practice was how to calculate my Patient Visits number. I had always counted EVERY patient who walked through the door or had an adjustment. When I started looking at only the PAID visits, my business production and profit numbers started to make more sense. If they don't pay, I don't get paid, and all my statistical reviews are skewed. If you offer free care, new patient specials, family plans, or are taking care of a lot of family and buddies for free AND counting those numbers in your statistics, then you might want to review that policy.

Start collecting this information daily and then compile it weekly. We will talk more next month about what those numbers mean and how they translate into problems or profit.

Please join forces with PSCA and make a contribution to the **Subluxation Awareness Campaign!** Building our financial "war chest" is critical to helping educate our communities and build the strength and value of Subluxation-based chiropractic care in South Carolina. Our first approach is the state-wide billboard campaign on digital billboards through BlipBillboards. Please follow the links provided and make your contribution today! Thank you!

Donate to Subluxation Awareness Program

https://www.cognitoforms.com/WebsiteForms1/DonateToSubluxationAwarenessProgram

WHICH LANE ARE WE IN?

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It can be downright scary for chiropractors to look at the chaos our practice members face, especially regarding the hydra-headed medico-pharmaceutical monster. Yes, vertebral subluxation (VS) causing events seem to lurk around every corner, and we should alert people to the known causes of VS.

In providing this education, we should also clearly distinguish between our position as a chiropractor and a citizen/consumer. We are experts in finding and correcting vertebral subluxations and informing people why they should want this service for their children and everyone they care about. Although it may rub some colleagues' fur the wrong way, we are not experts on all the causes of VS.

Although physical, chemical, and emotional insults are associated with VS, we don't control them. The best thing we can do is inform people about those connections. But practically speaking, saving people from their physicians is no more our charge than filling all the potholes in the pavement that also cause VS.

Our national experiences demonstrate that wars on drugs, cancer, heart disease, and the like inevitably bring more drugs, cancer, heart disease, etc. So, why join the fearmongers? Before championing non-chiropractic issues like anti-vaccination, let's be sure that people know we are speaking as citizens/consumers and not lead anyone to think our chiropractic expertise makes us authorities on those subjects. It is not our calling to fight or fix medicine. Our job is to advance chiropractic.

Remember what Earl Powell, Ph.D., founder of *Voice For Health* magazine and former Sherman Trustee, said: "We have been working so intently … for so long for recognition, but … once we get recognition, we will not be recognized because we have lost sight of the intent of what chiropractic is all about."

"YOU'RE LUCKY!"

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Don't you just hate it when people say that you are lucky? This can be regarding your health or your success or happiness.

I've been told "You're lucky!" regarding my health. I have spent my life as a chiropractor and educator, building my own immune system, eating well, exercising some, getting proper rest, keeping my nervous system free and clear of interference, and keeping a positive mental attitude. I have taught and inspired thousands of people who live healthy, happy lives from birth to a ripe old age. I'm not lucky. I'm good at what I do.

I am also lucky in my success—just because I've spent years of schooling, going to seminars, reading books, and have been coached by masters. I'm not lucky. I'm good at what I do.

When it comes to relationships, I am lucky with a wonderful wife, who sees things in me that I never dreamt of. But I've worked at that also. My other relationships have been worked on. Countless communication courses, spiritual lessons, and internal reflection have made me good at that as well.

Please stop telling me that I'm lucky! That negates all the work that I've done, and worse, it negates all the work that humanity has done to excel in this process called life.

INTENTION + ATTENTION = SUCCESS

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When your Intention is clear, so is the way.

— Alan Cohen

Webster defines **Intention** as a "mental state in which the agent commits themselves to a course of action."

I love that phrase. *Mental state.*

In what mental state are you showing up daily in your office?

Is it just another day? Same old routine? Let's get this day over with?

Are you there to help people with back pain? Are you there to make money to pay bills?

Or are you showing up with **purposeful intention** to remove the interference to that spark of life that God put in each and every one of us?

When you lean over that adjusting table, are you intent on what an honor and privilege it is to work with that spark of life within?

Do you know with all your being that when you remove that vertebral subluxation that the patient is healthier now than when they came in?

Our intentions create our reality.

— Wayne Dyer

Your intention makes all the difference.

It is vital to get into the right mental state before we start each and every day. How we do this may be different for everyone. For some it might be a morning walk. A prayer. Meditation. A routine that gets you in the right mental state of Intention.

I come in the back door because there are usually 8 to 12 people waiting in line at the front door. My staff knows that I show up just minutes before we see patients. They know what I expect. They know not to bother me with problems, issues, or concerns until the lunch hour.

What they don't see is my morning prayer walk. My attitude of gratitude for all my blessings. My mind preparing to show up with Intention.

I then walk into the office and greet the staff. We say a prayer together, the whole staff. We then crank an upbeat song to get us into that excited energetic state to love, serve, and give.

My staff is **ALL IN** when we open those doors. They know their intention.

We are changing lives one nerve system at a time.

Attention is vitality. It connects you with others. It makes you eager. Stay eager.

— Susan Sontag

Webster defines **Attention** as "the concentration of awareness on some phenomenon to the exclusion of other stimuli."

When you enter that room with the patient, you already know your intention.

Now it's time to pay attention. Can you read the room? Is the patient happy or sad? Did they just lose a loved one, or are they getting married in a week? Is the patient understanding what you are telling them as you educate them on each and every visit? Am I answering any questions the patient may have?

Am I in total PTC (present time consciousness) with that patient?

Am I paying attention to my hands and how they move? Remember, the busier you are, the slower your hands move.

Am I paying attention to every little detail and aspect of this visit?

Am I talking when I should be listening?

These aspects of attention are all so important to each and every visit.

Where your attention goes, your time goes.

— Idowu Koyenikan

When you are paying **Attention** and know your **Intention**, you will fill your practice with happy and enthusiastic patients.

Remember, satisfied patients don't build a practice! Enthusiastic patients do!