

How To Utilize Technology In Your Nutritional Practice

It Can Save You Time While Adding Another Profit Center To Your Practice

by Dr. Bill Hemmer

There are 3 parts to a successful nutritional practice that work together synergistically, marketing, operations and finance. Coming out of chiropractic school I didn't have a clue how to maximize any one of those 3 areas. By utilizing the technology available today, you can multiply your marketing and streamline your operations to fund the financial part of your practice like never before.

This article will outline how to utilize today's expanding technology to help you explode your bottom line profit. Once you understand how to use it in your marketing and operations, you can learn how to work smarter instead of harder.

Marketing isn't just running a newspaper ad or having a webpage on the Internet. It includes so much more than that. Technology plays a pivotal role in the proper external marketing of your practice. The great news is you really don't have

to re-create the wheel. There are many marketing companies that can help you build your marketing funnel. You just need a better understanding of what you really need to ask for.

In my opinion, a properly run external marketing campaign utilizes a landing page with personal videos of you explaining your specific style of practice followed by a squeeze page where you capture their contact information about a specific condition or problem they are currently having. Once they provide you with their contact information, an auto responder system including patient video testimonials is the best place to start.

Over the last few years, the use of video on the Internet has skyrocketed. Just look at your own inbox if you don't believe me. Creating videos isn't nearly as hard as you think it is. Every Smartphone gives you professional quality HD video capability. If you don't want to use

your phone, there are very reasonable HD video camera options. You just need to learn how to do it. Each video should be short (2 to 5 minutes), heartfelt and specific to one topic you want to address. Then create your own YouTube channel for free and store all of your videos for later use on the Internet.

The reason video is so important is that you want your patients and prospects to understand who you are and what you stand for on the deepest level possible. By using technology, you now have the ability to connect with them hundreds of times a day without ever standing in front of them in person. We are in a society that respects people who are seen on a screen. You want to become the local star of your patients and prospects computer screen so you can tell your story more effectively.

Once your marketing efforts begin to pay off and people start calling and coming in to see you, the opera-

tions side of your practice must then seamlessly take over. Today's technology can play an extremely important role in keeping the ball rolling. Everything from electronic forms to making appointments online can be used.

But I think the best use of today's technology comes on the diagnostic piece of the operations puzzle. To really become the "go to" healthcare provider in your area, you have to give your community a compelling reason to see you. Today's unique diagnostic technology available to the chiropractic profession can fill that void.

We all know how much the healthcare environment has changed over the last few years. All of our patients have less insurance coverage and are much less satisfied with the care they are receiving in the "normal" medical model of treatment. This gives chiropractic a golden window of opportunity to become the new "normal" of healthcare. But we can't rely on our patient's insurance to foot the bill.

Almost all of the most innovative diagnostic technology has little or no insurance reimbursement. Things like testing for a Leaky Gut, assessing cross reactivity to gluten in foods, surface EMG, meridian testing or many other fantastic technologies are considered experimental. So when you begin to explain to your patient why you want to do testing you have to "sell" the testing. Nobody likes to sell or be sold.

So your job becomes educating your patient and building up the intrinsic value and necessity of the testing to the point of them asking you why you haven't done this on them already. Technology again becomes the best way to accomplish this task. First, have video of you talking about the great results you are getting with specific types of cases on the TV in your waiting room. This is called creating a vicarious experience. Many times this will initiate a conversation dur-

ing normal treatment time.

If you want to test for something specific on a patient you should have a video of you explaining the test, why it is important to do it, what the benefits are to the patient, and what plan of action will probably come from the outcome of the test, then you can simply burn a DVD and hand it to your patient or have them go to your YouTube channel and watch it before the next visit.

At their next visit you can assess their level of interest by asking them if they watched the video and then asking them a few questions about their readiness to make the commitment to getting better by changing their lifestyle. If you get positive responses and you feel this patient is a great candidate for your next success story, then and only then, explain the testing, prices and specific benefits they will receive from the testing. Your acceptance and compliance rate will go way up and you will never have to "sell" again.

All of this use of technology leads to increasing the third part of the successful nutritional practice, finance. We all need to have a healthy profit margin to re-invest in our community and ourselves. Once you begin to use today's technology to your advantage, your profit margin will allow you to accelerate when all others around you are scrambling.

Implementing a targeted marketing strategy and streamlining your operations with a healthy dose of videos both inside and outside your practice can truly make your practice impervious to the changes going on in healthcare today. This is the way we can all be part of the new "normal" in the healthcare environment.

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